



**UNITED WAY OF CASS-CLAY  
2020 ANNUAL REPORT**



## *Mission*

**United Way of Cass-Clay improves lives by activating resources to solve complex community issues and create lasting social change.**

---

# Table of Contents

---

## About Us

- 4 Our Leadership
- 5 Our Team
- 6 Board of Trustees
- 7 Campaign Volunteers
- 8 Community Investment Committee
- 9 Financials
- 10 Reaching Out: Our New Building

## Our Work

- 12 Coronavirus Response Fund
- 13 Home For Good
- 14 A Campaign to Remember: Unstoppable
- 15 Bold Goals
- 16 Bold Goal 1: Reduce Hunger & Homelessness
- 18 Bold Goal 2: Prepare Children To Succeed
- 20 Bold Goal 3: Help People Be Independent
- 22 Bold Goal 4: Lift People Out Of Poverty

## Our Partners

- 24 LIVE UNITED Partners
- 25 Sponsors
- 26 Most Generous Workplaces
- 27 Most Engaged Workplaces
- 28 LIVE UNITED Awards & Annual Meeting
- 29 LIVE UNITED Leader of the Year

## Join Us

- 30 Our Donors
- 32 Emerging Leaders
- 33 Corporate Engagement
- 34 Volunteer Opportunities



## Kristi Huber

### President & CEO

The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails." - John Maxwell

Maxwell's quote perfectly reflects the way that our United Way team and Board of Trustees approached this unprecedented year of uncertainty, hope and community change.

The coronavirus pandemic was the catalyst for a year where our community experienced record high unemployment and incredible need. For many families, this was the first time that they had been in a situation of requesting assistance with food, rent and other resources. Our role in the community was not only to be a trusted voice where we shared the reality of community needs, but also to safely rally volunteers around opportunities to connect children and families to resources.

In the midst of the pandemic, we used our influence to be advocates for an innovative way to reduce the number of families and children that are homeless in our community. Along with collaborative partners, we launched the effort to add prevention to the community resources to keep more families stable and in their homes. This solution resonated with city leaders and became a piece of the strategy to help our community prepare for the wave of need resulting from the pandemic's tremendous impact on the local economy.

The end of the year was capped by our move into our new home. This was the culmination of three years of thoughtful planning and a successful capital campaign. We are grateful for the individuals and companies that came together to make this project possible and allowed us to continue to seamlessly invest annual campaign dollars into strategic initiatives around our Bold Goals. This building will help us to activate more of the community and positively impact generations to come.

I am thankful for this past year of incredible learning and growth for our team as together we continued to persevere through unexpected change. Each and every challenge that we faced has helped us become a stronger, more agile, and efficient organization focused on continuing to create meaningful and lasting change.

Kristi Huber  
President & CEO  
United Way of Cass-Clay



## Lisa Borgen

### 2020 Board of Trustees Chair

We are fortunate to live in Cass and Clay counties as this community embodies what it means to be unstoppable. You continue to give time and invest in United Way's purpose – to improve the lives of local people.

It was an honor to serve as a volunteer leading the Board of Trustees and play a role in bringing our community together to help our neighbors who needed us more than ever this past year. I am inspired by the thousands of individuals and companies who rose above in the face of challenge, defied the odds, and persevered despite these difficult times by continuing to support United Way. Your investments matter greatly to the men, women, and children who are helped by your generosity.

In my role on the Board of Trustees, I had a front-row seat to see and experience the innovation United Way incorporates when solving our communities' biggest issues. This year, we shined a light on homelessness, and instead of trying to solve the existing problem, we created and invested in solutions to prevent the problem from ever happening. As a result, thanks to all of you who give, fewer children will experience the feeling of not having a home, and more families will escape the cycle of homelessness.

As you can see from the results and success stories included in this annual report, investors like you have helped us create a stronger, more UNITED community.

When people like us UNITE, we create the change our community needs. Thank you for joining me in improving our community and making a commitment to continue to invest in a better tomorrow for all of us.

Lisa Borgen  
American Crystal Sugar  
2020 United Way of Cass-Clay Board of Trustees Chair



# United Way of Cass-Clay Team



**Valerie Fechner**  
Resource Development  
Manager



**Laura Gariano**  
Senior Community  
Engagement Program  
Manager



**Summer Hanson**  
Director of Finance &  
Administration



**Kristina Hein-Landin**  
Lead Content & Public  
Relations Strategist



**Thomas Hill**  
Vice President of  
Community Impact



**Kristi Huber**  
President & CEO



**Megan Jenson**  
Senior Community  
Impact Manager



**Christie Lewandoski**  
Director of Resource  
Development



**Tiffany McShane**  
Director of Community  
Engagement



**Erica Nygaard**  
Community Engagement  
Experience Manager



**JoAnn Ohma**  
Senior Accounting &  
Technology Specialist



**Marisa Pacella**  
Resource Development  
Associate



**Emily Radeck**  
Communications  
Specialist



**Ahmed Shiil**  
Community Impact  
Manager



**Kaycee Stenger**  
Senior Director of Brand  
& Marketing Strategy



**Molly Tweten**  
Senior Executive  
Support Manager

# Board of Trustees

The Board of Trustees assists in setting the policy and strategic direction for our organization. These dedicated volunteers actively guide decisions, provide financial oversight, and serve as stewards and champions of community issues.



**Lisa Borgen**  
Board Chair  
American Crystal Sugar  
Company



**Dr. Jeff Schatz**  
Chair Elect  
Schatz & Associates,  
LLC.



**Kelly Dawson**  
Vice Chair  
Border States  
Electric



**Jay Lies**  
Treasurer  
Choice Bank



**Dan Dougherty**  
John Deere  
Electronic Solutions



**Camille Grade  
Bushel**



**Erik Hatch**  
Hatch Realty and Hatch  
Coaching



**Stacie Heiden**  
Blue Cross Blue  
Shield of North  
Dakota



**Lynn Johnson**  
Bell Bank



**Tiffany Lawrence**  
Sanford Health



**Matt Leiseth**  
Hornbacher's



**Dr. Faith Ngunjiri**  
Offutt School of  
Business  
Concordia College



**Mark Nisbet**  
Retired, Xcel Energy



**Danielle Paulus  
Roers**



**Lori Schwartz**  
CAPLP (Lakes and  
Prairies Community  
Action Partnership, Inc.)



**Joanna Slominski**  
Mortenson  
Construction



# Campaign Volunteer Leadership

More than 60 individuals gave their time and talent as part of the Campaign Cabinet. This dedicated group of volunteers served as liaisons to corporate campaigns throughout 2020 to help inspire and engage our community. Their leadership ensures we can continue to invest strategically and help individuals and families in need.



2020  
Campaign Chair

Chris Barta  
Marvin



2021  
Campaign Chair

Jodi Duncan  
Flint Group



2022  
Campaign Chairs

Dan Conrad  
Blue Cross Blue Shield  
of North Dakota



Rachel Conrad

## Campaign Cabinet Volunteers

Angela Arneson, Sanford Health  
Mike Arntson, Cardinal IG  
Tara Baltes, Great North Insurance Services  
Chris Barta, Marvin  
Mandie Begin, Forum Communications  
Beth Brasel, BNG  
Kriss Burns, PRO Resources  
Susie Carlson, NDSCS-Fargo  
Lindsey Cernik, Border States Electric  
Betsy Christianson, PRO Resources  
John Currier, Dakota Fence  
Shannon David Misialek, North Dakota State University  
Jodi Duncan, Flint Group  
Kelly Edwards, First International Bank & Trust  
Amanda Even, CAPLP (Lakes and Prairies Community Action Partnership, Inc.)  
Jessica Fleck Siders, Fargo Public Schools  
Jessica Fyre, AgCountry Farm Credit Services  
Kendra Goette, Bushel  
Amy Overby, Connect Interiors  
Carla Hanson, Caterpillar Reman Drivetrain  
Myrna Hanson, Community of Care  
Brian Haugen, Bell Bank  
Caileen Heuertz, Alerus  
Neal Hines, New Life Center  
Rayonna Hystead, Microsoft  
Ashley Johnson, Western State Bank  
Charley Johnson, FM Convention & Visitors Bureau  
Bethany Kleven, Bell Bank  
Kayla Koehmstedt  
Melanie Kraker, Vocational Training Center (VTC)  
Julie Haugen, YWCA Cass Clay  
Tim Lystad, John Deere Electronic Solutions

Alissa Maier, Stoneridge Software  
Tracy Meckler, Fargo Moorhead West Fargo Chamber of Commerce  
Missy Misialek, Sanford Health  
Roberta Mohagen  
John Nelson, Fargo Public Schools  
Rob Neuteboom, Rasmussen College  
Sarah Nikle, Edward Jones Investments  
Sarah Nupdal, Bell Bank  
Kristine Nystrom, Border States Electric  
Rammie Olson, Bremer Bank  
Laura Oster-Aaland, North Dakota State University  
Jeremy Ostrowski, Aldevron  
Jay Peltier  
Alycia Peter, WE Ortho  
Michelle Peterson, U.S. Bank  
Jen Ranz  
Casey Sanders, Fargo Moorhead West Fargo Chamber of Commerce  
Jim Schaeffbauer, United Savings Credit Union  
Karla Schellack, Infor  
Margrit Schwartz, Forum Communications  
Jenna Simpson, TRS Industries  
Matt Skoy, Aldevron  
Kari Stenger, Light Consulting and Coaching  
Brianna Stoffel, Alerus  
Samantha Lower, State of North Dakota  
Katy Ulrich, Scoop N Dough Candy Co.  
Steve Walker, Gate City Bank  
JoVal Wettlaufer, Blue Cross Blue Shield of North Dakota  
Taylor Wilson, Wells Fargo  
Steve Winter, Dawson Insurance A Marsh & McLennan Agency LLC Company  
Jack Yakowicz, AdShark Marketing  
Megan Zee, RADIO FM Media



“ This year, especially, it was a great reminder that there are so many issues the community is facing and we cannot pause and wait for one problem to be dealt with before working together on another. I was personally encouraged by those companies and individuals who chose to step up this year knowing it is a challenging time for all.”

- Casey Sanders  
Fargo Moorhead West Fargo Chamber of Commerce  
Campaign Cabinet Volunteer

# 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 back into our 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 from partners applying for United Way funds and proposes investment decisions. Any United Way investor is invited to apply to volunteer in this role and in 2020, 46 volunteers participated.

## Community Investment Committee Volunteers



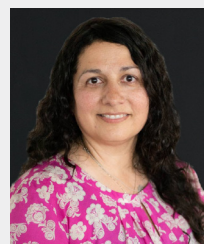
Dan Dougherty, Chair  
John Deere Electronic  
Solutions



Cody Aldinger  
KLJ



Andrea Burkhardt  
Bremer Bank



Gloria Doescher  
Retired, SCHEELS



Nicole Ellis  
Concordia College  
Language Villages



Kory Jacobson  
Border States Electric



Chris Lerum  
WEX



Christina Lindseth  
Cognizant



April Olson-Mata  
Goldmark Property  
Management



Mike Prekel  
Holiday Inn of Fargo

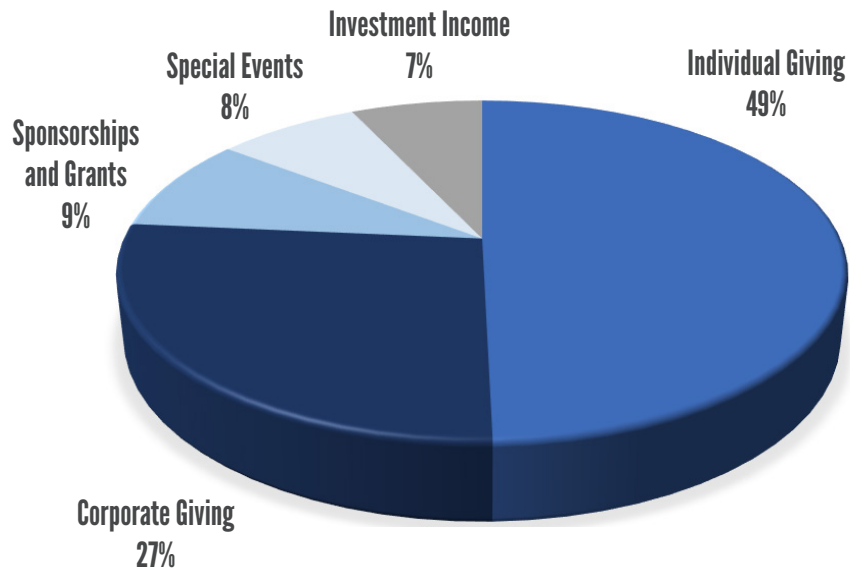


When I think of what it means to be a volunteer with United Way, I am overwhelmed with gratitude. United Way is such a positive resource for those in need. To be a part of the change makes your heart feel so good. As a volunteer on the Community Investment Committee, I see the ongoing needs in the community and know that it will take each of us to make an impact no matter how small or big – we just need to commit and make a difference. ”

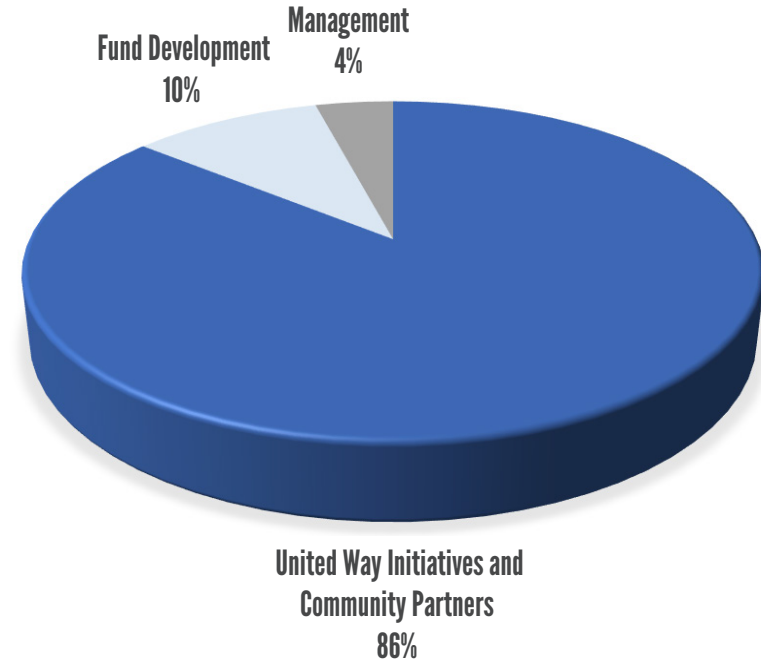
- Andrea Burkhardt, Bremer Bank

# Financial Highlights

## Community Support



## Community Investments



## Finance Committee Volunteers

Barbara Axness, Minnesota Department of Health  
Steve Dewald, RDO Equipment Co.  
Kyle Haugland, Bank Forward  
Chris Lee, Gate City Bank  
Jay Lies, Choice Bank

Brittany Meissner, Blue Cross Blue Shield of North Dakota  
Amber Merhiy, KPH, Inc.  
Sarah Nikle, Edward Jones  
Emmett Worth, Gate City Bank



# Reaching Out

A place to serve our region for generations



This building will help us to activate more of the community and positively impact generations to come. ”

- Kristi Huber, President & CEO, United Way of Cass-Clay

This space was intentionally designed for United Way volunteers, donors and partners and will allow us to engage with our community in new ways that will ultimately help more of our neighbors in need.

Our building is named Reaching Out as the design reflects how we reach out to the north, south, east and west – across Cass and Clay counties. This is a name and philosophy we embrace.

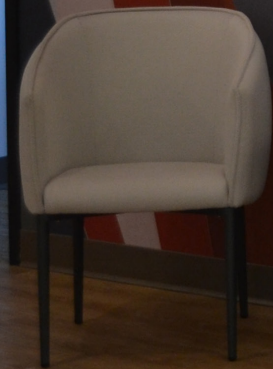
We reach out to those in need.

We reach out for new solutions.

We reach out to make connections.

We reach out for support.

We reach out to LIVE UNITED.





This building was made possible by generous partners. Their support and belief in our work allowed this community hub to not only be state-of-the-art, but also to be completely paid for by their investments. This ensures our dollars raised through the annual campaign could continue to seamlessly provide the services and support to those in poverty in our community.

## Financial Donors

### \$400,000+

Border States Electric  
Madson Family  
Tammy Miller & Craig Palmer  
David & Therese White  
Kelly & Zack Dawson  
Lex & Karen Silbernagel

### \$50,000–\$100,000

Wells Fargo  
Otto Bremer Trust  
2019 United Way of Cass-Clay Board of Trustees

### \$250,000+

First International Bank & Trust

### \$100,000–\$200,000

Bell Bank  
Sanford Health  
KPH, Inc.  
SCHEELS  
Gary & Connie Tharaldson  
Mike & Peggy Bullinger  
Jim & Sandra Roers

### \$10,000–\$50,000

Dawson Insurance A Marsh & McLennan Agency LLC Company  
Tom & Georgia Dawson  
Dan & Shelly Armbrust  
Eide Bailly LLP  
Stacey Ackerman & Todd Pringle  
2019 United Way of Cass-Clay Team Members

## In-Kind Vendors

Cardinal IG  
Connect Interiors  
Indigo Signs  
JLG Architects  
KPH, Inc.  
Magnum Electric

Marvin  
MBN Engineering  
Office Sign Company  
Roers  
TRINSpin Inc.  
Valley Landscaping



# Coronavirus Response Fund

## Responding to Our Community's Needs

The power of community matters so much in times like these. United Way works to help our community every day – and especially in times of challenge. Thanks to our generous community, we were able to launch a Coronavirus Response Fund and help unite partners, volunteers, and donors to help our neighbors who are most in need.

### *The Need:*

While our entire community faces uncertainty and stress, the need is intensified for families who were living on the edge of poverty prior to the pandemic. Currently 1 in 6 local families lack a financial safety net and are often disproportionately impacted by crisis situations.

### *The Action:*

The way to end homelessness is to prevent it from happening and the Coronavirus Response Fund invited our community an immediate way to help families who needed it most. Locally, we have been leading the efforts, along with the FM Coalition to End Homelessness, the City of Fargo and Presentation Partners in Housing to help families and individuals experiencing or at-risk of becoming homeless.

### *The Result:*

Collectively we raised and invested over \$126,916 for the Coronavirus Response Fund. These funds, combined with state and federal aid, allowed our community partners to fully implement a robust system to prevent and divert families from being homeless ahead of the original timeline.

Dollars from the Coronavirus Response Fund directly prevented 79 families from becoming homeless and helped them get access to basic needs and food.



## We'd like to introduce you to Carla...



Carla is a mom in our community who lives with her 8-year-old daughter, Jada. Recently, Carla was diagnosed with cancer and needed surgery and extensive treatment in Minneapolis. Because of Carla's compromised immunity and the pandemic, her doctor will not sign off for her to return to work.

The family has been through so much, so it was devastating when they received an eviction notice for unpaid rent. In addition to trying to recover from cancer, Carla was desperate and fearful of losing her home. Jada wondered if she was going to lose her mom to cancer, and now lose her home, too.

Carla was able to connect with Sarah, a Housing Stability Specialist made possible by United Way of Cass-Clay. This trained and caring individual worked closely with Carla's property manager to provide rent assistance to give time for Carla to recover, and stop the eviction process. Carla's fears of losing her apartment and being homeless with her daughter melted away. Carla and Jada never had to enter a homeless shelter. Because Carla had the right specialist at the right time, she and her daughter avoided homelessness.

Today, Carla continues to receive cancer treatment, and is showing progress. With the fear of becoming homeless behind her, Carla feels hopeful that she will have time to recover, return to work, and be able to just focus on being Jada's mom again.



# Home For Good

## Helping Local Families Transitioning Out Of Homelessness

Every day, United Way helps individuals and families stop the cycle of homelessness. This year we invited the community to help welcome families home – for good.

Through the support of community donations, 120 Home for Good baskets were provided to individuals and families in our community who were once homeless, but with the help of our community partners had the opportunity to obtain stable housing.

As people transition out of homelessness, they are often starting over, and many are moving into their new home with little to no personal or household items. United Way Home for Good baskets are designed to provide basic household necessities and the essential supplies needed to help them be successful.



This means a lot to us. It is life-changing to move into this place and have the things that we need for our family. Thank you so much! ”

- Sharla, mom of 3 and Home for Good basket recipient

### ■ We'd like to introduce you to Sharla...

After living at a local homeless shelter for four months, Sharla and her family moved into an apartment of their own. Because of our donors, when they arrived, a Home for Good basket was there waiting for them on their front step.

Having three young children, including a two-month old, Sharla was worried about moving out of the homeless shelter and fearful she wouldn't have the basic things she needed to care for her children. Thanks to United Way, that worry melted away, and Sharla could focus on being a mom to her kids and building their new life. When she opened the basket to see all of the items, she said, "This means a lot to us. It is life-changing to move into this place and have the things that we need for our family. Thank you so much!"

Sharla's kids were especially excited about the kitchen supplies, and proudly told us that they were going to make tacos and have dinner together that night, using all the new cookware and kitchen utensils. Because of all of you, Sharla's apartment will feel like a home.



# A Campaign to Remember

This year was like no other. We chose the theme “UNITED We Are Unstoppable” early in the year, not realizing how fitting it would be given the challenges of 2020.

This year we shined a light on homelessness, and our innovative work aimed at stopping homelessness before it even starts.

Homelessness is one of our community’s biggest challenges. At United Way, instead of asking, “How do we help the homeless get homes?” we started thinking about it differently and instead asked, “What if we could stop homelessness before it even starts?” The solution is as simple as providing our neighbors with the right help at the right time.

After gathering local data and bringing together community partners and national consultants, we set a plan with a collaborative goal to prevent homelessness for 90% of families and children by 2023. It was time to rally our community for support.

As the pandemic swept the nation, we watched the number of those in need increase. We were concerned about how our donors themselves were doing and if they would be able to help.

This community is like no other. Even with their own challenges, neighbors came forward to help neighbors. One thing was evident, UNITED, our Cass and Clay community is unstoppable.



## 2020 Campaign Rally Cry

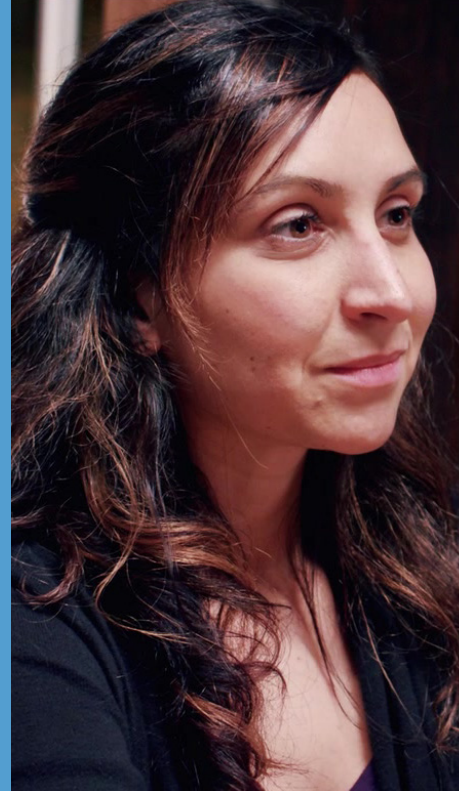
*There are few things more thrilling than defying the odds. Rising above in the face of challenge. Persevering in difficult times.*

*When people like us UNITE, we create the change our community needs. We find solutions to our biggest challenges. We become unstoppable.*

*Ending homelessness for children is within our reach, if we work together.*







## *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 lasting social change that leads to a better tomorrow for all of us.

Together, we can solve complex community issues, like homelessness, hunger, closing the skills gap, and helping children be ready to learn.

The work we do together toward our Bold Goals results in fewer children having to experience homelessness, more students feeling confident and prepared to succeed in school and being ready for our workforce, increased quality of life and independence for senior citizens, and opportunities for more parents to get the job skills and support they need to land a job to support themselves and their families. When we make progress on our Bold Goals together, families are lifted out of poverty and future generations are changed.

- *Bold Goal 1: Reduce Hunger and Homelessness*
- *Bold Goal 2: Prepare Children to Succeed*
- *Bold Goal 3: Help People Be Independent*
- *Bold Goal 4: Lift People Out of Poverty*

# Bold Goal

## 7

### Reduce Hunger and Homelessness

#### Community Partners

American Red Cross, Dakotas Region | Emergency Services Program • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Supportive Housing • Churches United | Micah's Mission Emergency Shelter & Services, Dorothy Day House of Hospitality Emergency Shelter & Services, Dorothy Day Food Pantry • Emergency Food Pantry | Food Pantry • FM Coalition to End Homelessness | CARES (Coordinated Access, Referral, Entry & Stabilization) System • Fraser, Ltd. | Stepping Stones Resource Center • Great Plains Food Bank | Childhood Hunger Initiative, Food Recovery & Distribution • New Life Center | Emergency Shelter & Services • Presentation Partners in Housing | Financial Assistance, Housing Navigation Program, Homeless Prevention & Diversion Program • Rural Enrichment & Counseling Headquarters (REACH) | Food Pantry • The Salvation Army | Hot Meals Program • Youthworks | Street Outreach Program, Transitional Living Program • YWCA Cass Clay | Emergency Shelter & Services, Transitional Housing, Permanent Supportive Housing, Domestic Violence Housing



## Reduce Hunger & Homelessness

### WHY WE INVEST

United Way sees an opportunity to reduce hunger and homelessness by improving systems and strengthening partnerships to allow individuals to access stable housing and food. The outcome is hunger and homelessness being rare, brief and nonrecurring. There is a strong focus on the housing first philosophy, a proven method of ending all types of homelessness, which offers individuals and families experiencing homelessness immediate access to permanent affordable or supportive housing.

### THE ISSUE

- More than 1,000 individuals are experiencing homelessness on any given night in our community
- Last year, of those experiencing homelessness in our community, 23% were children
- Of those experiencing hunger in our community, 37% are children

### OUR STRATEGY

- Reducing hunger and food insecurity for families and individuals in need
- Reducing long-term, chronic homelessness and housing the hardest to house



## THE ACTION

- Continued to build on increased collaboration of community partners as part of the Cass Clay Hunger Coalition, all working together to support equitable access to food, while addressing the root causes of hunger
- Increased the number of individuals who are able to attain stable housing by 92% in the past 5 years

## THE RESULTS

- 3,665 children received food on the weekends and during the summer when school was not in session
- 95% of individuals were able to maintain stable housing for 12 months while receiving supportive housing services

## SPOTLIGHT

The Housing Navigation Program, a community-based, solution-focused strategy, assists chronically homeless individuals with complex and frequently co-occurring issues to access and maintain stable housing.

- In 2020, 48 active Housing Navigation Program participants served by Presentation Partners in Housing were able to attain housing, with 100% of clients being able to maintain stable housing for at least six months. In addition, data was collected on 26 program participants who reduced the usage of costly community services such as detox admissions, ambulance transports, jail time, emergency room visits, and emergency shelter stays after attaining housing. Over the past four years of this program, there has been a combined cost savings estimated at \$1,576,212 for our local community.

## LOOKING FORWARD TO 2021

In 2021, we will continue to focus on partnerships to end homelessness for youth and families with children by preventing homelessness before it starts by providing the right help at the right time. This collaborative effort, along with our partnerships to focus on equitable access to food while addressing root causes of food insecurity, will allow our community to break the cycle of homelessness and hunger for generations to come.



### HOUSING NAVIGATION PROGRAM COST SAVINGS FROM 2017-2020



\$261,705

2017

\$317,808

2018

\$437,932

2019

\$558,767

2020

A COMBINED COST SAVINGS ESTIMATED AT

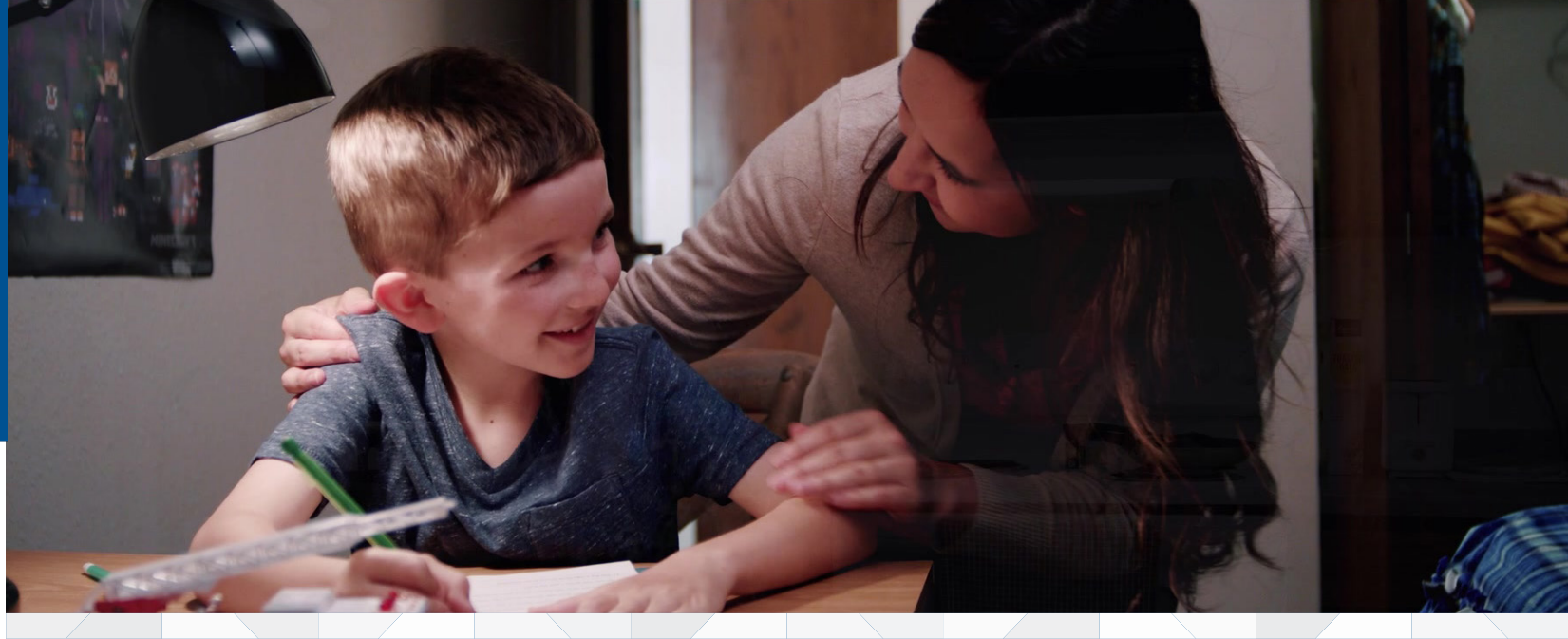
**\$1,576,212**

# Bold Goal 2

## Prepare Children To Succeed

### Community Partners

Boys & Girls Clubs of the Red River Valley | Afterschool & Club Programming • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Head Start Summer School • CHARISM | Check & Connect, Youth Out of School Time Programs • Fargo Public Schools Fargo Adult Learning Center | Even Start Family Literacy Program • Lutheran Social Services of North Dakota | Youth Court • Moorhead Area Public Schools | Jump Start • Solutions Behavioral Healthcare Professionals, Inc. | Early Intervention-The Incredible Years Program | Early Intervention & School Age Program • South East Education Cooperative (SEEC) | North Dakota Reading Corps • Rural Cass Public Schools | Rural Cass Mental Health Initiative • The Village Family Service Center | Big Brothers Big Sisters Program • TNT Kid's Fitness & Gymnastics Academy | Adaptive School Partnership Program • West Fargo Public Schools | Integrated MTSS-B Services, Middle & High School Mental Health Services • YMCA of Cass and Clay Counties | West Fargo Child Care Development Center



## Prepare Children to Succeed

### WHY WE INVEST

Nationally recognized research points to the long-term benefits and return on investment from providing high-quality early childhood education to low-income children. The benefits not only improve kindergarten readiness levels but also improve third-grade reading levels and high school graduation rates and dramatically increase the lifetime earning potential for students who benefit from quality early childhood experiences. We recognize that students and families must be supported as they progress through school.

### THE ISSUE

- In Cass and Clay counties, only 37% of children ages 3 and 4 are enrolled in early childhood education
- 63% of high school students in Cass County reported their mental health was not good

### OUR STRATEGY

- Children enter school ready to succeed
- Students are successful as they progress through school and upon graduation are ready for post-secondary or workforce

## THE ACTION

- Increased number of children enrolled in quality pre-k programming by 14% over the past 5 years
- Collaborated with community-based nonprofit services providers and school districts to meet emerging needs of children, students, and their families

## THE RESULTS

- 94% of children enrolled in pre-k programs and quality, affordable child care demonstrated age-appropriate skills preparing them socially, emotionally, and academically for kindergarten
- 2,367 students received additional support and participated in out-of-school time programming through our community partners

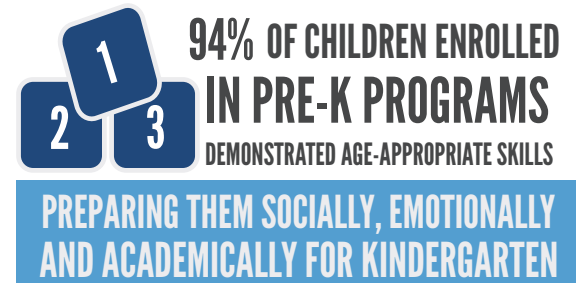
## SPOTLIGHT

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 to get the mental health help they need. This past school year, 186 students received mental health services on-site at their schools. Of those served:

- 99% continued to the next grade level
- 83% decreased absenteeism or maintained attendance of at least 90% of school days
- 77% reduced behavioral referrals in school

## LOOKING FORWARD TO 2021

We will continue to increase support for children and students as they progress from early childhood to school to the workforce or post-secondary education. We are working with our community partners and local school districts to increase access and reduce barriers to close educational gaps related to student success.





# Bold Goal 3

## Help People Be Independent

### Community Partners

CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Family & Community Services Program • Catholic Charities North Dakota | Guardianship Program • Clay County Public Health | ReThink Mental Health Initiative • Community of Care | One Stop Service Center • FirstLink | 2-1-1 Information & Crisis Services • Legal Services of Northwest Minnesota | Housing Eviction Advocacy Law (HEAL) • Lutheran Social Service of Minnesota | Caregiver Support & Respite Program • Lutheran Social Services of North Dakota | Aging Life Care Services, Senior Companion Program • Rape & Abuse Crisis Center | Crisis Intervention, Therapeutic Intervention • Rebuilding Together Fargo-Moorhead Area | Rebuilding Together • Red River Children's Advocacy Center | Forensic Interviews, Trauma Focused Mental Health Services • Red River Human Services Foundation | Activity Center • South Central Adult Services | Prescription Assistance Program • The Village Family Service Center | Center-Based Counseling Services for Children • Vocational Training Center | CREATE Internship Program



## *Help People Be Independent*

### WHY WE INVEST

We know what makes us healthy is more than just clinical care, genes and biology. 80% of what makes us healthy is where we live, work and play. 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 individuals and families who are economically disadvantaged and underserved.

### THE ISSUE

- Low-income individuals are nearly 2.5 times more likely to have depression
- 1 in 4 (26%) families spend too large of a percent of their income on housing and are considered housing cost burdened

### OUR STRATEGY

- Increase access and reduce barriers to health and behavioral resources
- Increase access and reduce barriers to social and vocational opportunities

## THE ACTION

- Continued to support individuals to be able to maintain appropriate level of independent living
- Expanded trauma informed care and coordination for those who have experienced abuse or trauma

## THE RESULTS

- 890 individuals were able to maintain appropriate level of independent living
- 4,420 individuals received trauma informed care and services

## SPOTLIGHT

Adverse Childhood Experiences (ACEs) are more common than we think. According to the Center for Disease Control, 61% of adults surveyed reported having experienced at least one type of ACE, and nearly 1 in 6 reported they had experienced four or more types of ACEs. We know ACEs can have lasting, negative effects on health, well-being, and opportunity. We use a targeted approach by partnering with community-based nonprofits to provide care and services for those who have experienced abuse and trauma in order to help them heal and be independent. Of clients who received trauma care and services in 2020:

- 94% were able to significantly improve mental health or stress symptoms because of these services

## LOOKING FORWARD TO 2021

In 2021, we are preparing to finalize future investments to support independence through building social capital, social connection, and access to living wages. This investment strategy will be targeted specifically to help low-income and historically marginalized families to be independent and build a better tomorrow for everyone in our community.



**890 INDIVIDUALS  
WERE ABLE TO MAINTAIN  
APPROPRIATE LEVEL OF  
INDEPENDENT LIVING**



**4,420 INDIVIDUALS  
RECEIVED TRAUMA  
CARE AND SERVICES**

# Bold Goal 4

## Lift People Out Of Poverty

### Community Partners

Afro-American Development Association (AADA) | ESHARA Workforce Development Partnership • CAPLP (Lakes & Prairies Community Action Partnership, Inc.) | Volunteer Income Tax Assistance (VITA) Sites, Workforce Development Partnership • Fargo Cass Public Health | Nurse Family Partnership Program • SENDCAA (SouthEastern North Dakota Community Action Agency) | Child Care Center, Volunteer Income Tax Assistance (VITA) Sites, Workforce Development Partnership • YMCA of Cass and Clay Counties | YMCA Child Care Centers • YWCA Cass Clay | A Child's World Child Care Center



## *Lift People Out of Poverty*

### WHY WE INVEST

The two-generation model is a way to provide opportunities for low-income families to obtain living-wage employment and improve educational opportunities for their young children. There is substantial evidence that supports the success of the two-generation model both in outcomes for children and parents. Research has demonstrated that educational attainment and poverty are strongly correlated, and this approach grows the workforce by providing training, education and support to low-income families to meet the skills gap.

### THE ISSUE

- 1 in 7 children under the age of 5 live in poverty
- 1 in 9 people live in poverty in our community, which would fill both the FARGODOME and SCHEELS Arena with a line around the block
- Limited transportation options to over 9,000 jobs in and around the Fargo Industrial Park
- Living in poverty (living on less than \$26,200 a year for a family of 4) is one of the single greatest threats to a child's development

### OUR STRATEGY

- Low-income individuals enter the workforce and elevate their employment and career opportunities
- Support families by increasing access to quality, affordable child care



## THE ACTION

- Invested in workforce development programming and supportive services to provide 1,000 low-income and new American individuals with the opportunity to obtain and maintain living-wage employment in our community
- Implemented on-demand public transportation service called TapRide to provide reliable transportation services to employees in the Fargo Industrial Park, which will now be a permanent bus line and continue to serve employees now and into the future

## THE RESULTS

- 68% of individuals obtained living-wage employment
- 32% individuals are actively working with Workforce Development Case Managers to gain skills and employment
- 8,799 rides were provided to individuals who now have reliable transportation to and from work in the Fargo Industrial Park

## SPOTLIGHT

In 2020, United Way entered into a unique partnership with Chisom Housing Group, a national nonprofit organization dedicated to preserving affordable housing and providing supportive services to residents. Through our collaborative partnership, we were able to provide education, financial literacy, workforce development opportunities, a reduction in food insecurity, and promotion of community connections to the residents of The Arbors at McCormick Park in Fargo.

Our Workforce Case Managers are able to hold English language learner classes, computer trainings, tenant education classes, and case management utilizing the on-site community center, alleviating barriers such as transportation for the Arbors residents attending the classes.

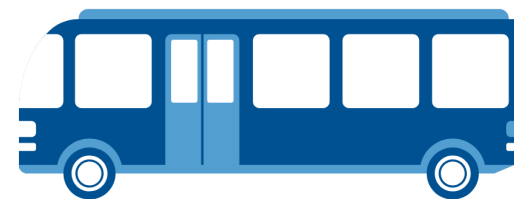
Workforce Development Case Managers were able to provide services and training leading to individuals becoming self-sufficient. These coordinated efforts resulted in 10% of residents receiving supportive services in 2020, leading some to become Certified Nursing Assistants. We are excited to continue collaborating with amazing community partners creating meaningful impact for families.

## LOOKING FORWARD TO 2021

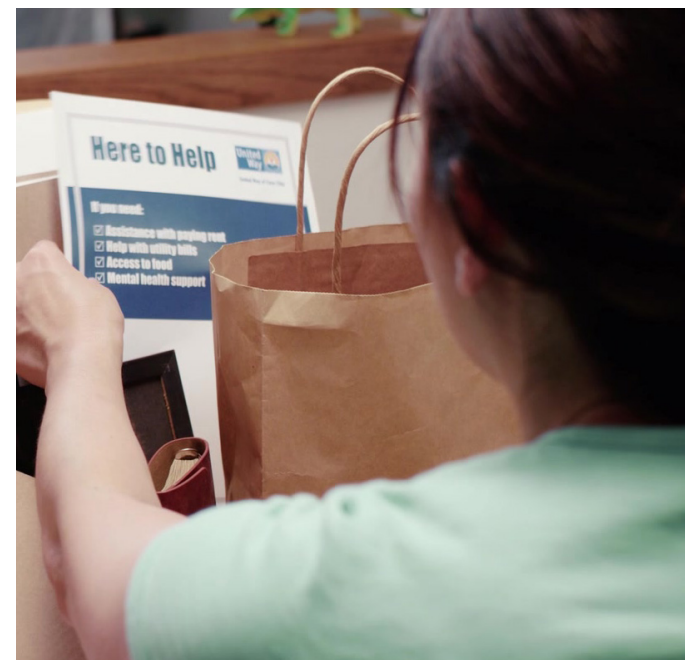
We will make long-term investments to ultimately lift families out of poverty. From research and local data, it is clear that our Bold Goals continue to be the key to ending poverty. By meeting families' immediate basic needs such as stable housing and access to food, preparing children to succeed as they progress through school and beyond, and helping families be independent through social building capital and accessing living-wage employment, together we can break the cycle of poverty and create a better tomorrow for everyone in our community.



**68% OF INDIVIDUALS  
OBTAINED LIVING-WAGE  
EMPLOYMENT**



**8,799 RIDES WERE PROVIDED TO  
THE FARGO INDUSTRIAL PARK**



# 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.

---

ALERUS





## Presenting Sponsors



### LIVE UNITED Give United Day Sponsors



Saving Smiles Dentistry, Liberty Business Systems, Inc.

### Roers Chili Feed for United Way Sponsors



Bell Bank, First International Bank & Trust, KJ Engineering

## Emerging Leaders Sponsors

Allegro Group, Discovery Benefits, a WEX Company, Doosan Bobcat Inc., First International Bank & Trust



Emerging Leaders Catering Sponsor

Community Kickoff Event Sponsors: BNG Team, Xcel Energy

Women UNITED Golf Scramble Sponsors: Floor to Ceiling Carpet One, Sanford Health, Saving Smiles Dentistry, Tharaldson Hospitality Management

LIVE UNITED Awards & Annual Meeting Sponsors: Minnesota State University Moorhead, Noridian Healthcare Solutions, PRO Resources, Sagency, Super Studio, Wells Fargo, Western State Bank, Xcel Energy

School Supply Drive Sponsors: Capital Credit Union, FARGODOME, First International Bank & Trust, Flint Group, Gate City Bank, Mama Ducks Cleaning Service, Marvin, Park Co. Realtors, RDO Equipment Co., RDO Truck Center, State Farm Insurance-Renee Forde Agency, SCHEELS, West Acres Development

# **50** **MOST** *Generous* **WORKPLACE**

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

## **Top 50 Most *Generous* Workplaces**

- |   |                                     |
|---|-------------------------------------|
| 1 SCHEELS   | 26 Nodak Insurance Company          |
| 2 Bell Bank   | 27 First International Bank & Trust |
| 3 Sanford Health  | 28 Alerus                           |
| 4 Eide Bailly LLP   | 29 Roers                            |
| 5 Blue Cross Blue Shield of North Dakota                  | 30 UPS                              |
| 6 John Deere Electronic Solutions                         | 31 The Forum of Fargo-Moorhead      |
| 7 American Crystal Sugar Company                          | 32 Titan Machinery Inc.             |
| 8 Hornbacher's  | 33 Hatch Realty                     |
| 9 Border States Electric                                  | 34 Fargo Public Schools             |
| 10 WEX  | 35 City of Fargo                    |
| 11 Sammons Financial Group                                | 36 Xcel Energy                      |
| 12 Wells Fargo  | 37 Essentia Health                  |
| 13 Microsoft  | 38 Western State Bank               |
| 14 Marvin   | 39 Gate City Bank                   |
| 15 North Dakota State University                          | 40 Corwin Automotive Group          |
| 16 AgCountry Farm Credit Services                         | 41 Western Products, Inc.           |
| 17 Cornerstone Bank                                       | 42 Choice Bank                      |
| 18 Butler Machinery Company                               | 43 Flint Group                      |
| 19 Caterpillar Reman Drivetrain                           | 44 General Equipment & Supplies     |
| 20 Dawson Insurance A Marsh & McLennan Agency LLC Company | 45 Concordia College                |
| 21 Doosan Bobcat Inc.                                     | 46 Vogel Law Firm                   |
| 22 Wanzek Construction, Inc.                              | 47 RDO Truck Centers                |
| 23 Bremer Bank  | 48 Bank of the West                 |
| 24 U.S. Bank  | 49 Midco                            |
| 25 Cardinal IG  | 50 Park Co. Realtors                |

# Top 25 Most *Engaged* Workplaces

- 1 Cornerstone Bank
- 2 First International Bank & Trust
- 3 Blue Cross Blue Shield of North Dakota
- 4 Dawson Insurance A Marsh & McLennan Agency LLC Company
- 5 Microsoft
- 6 Bushel
- 7 Eide Bailly LLP
- 8 American Crystal Sugar Company
- 9 BNG Team
- 10 Hornbacher's
- 11 Midco
- 12 CAPLP, Lakes and Prairies Community Action Partnership, Inc.
- 13 Red River Commodities, Inc.
- 14 Light Consulting and Coaching
- 15 Western State Bank
- 16 Wanzek Construction, Inc.
- 17 Noridian Healthcare Solutions
- 18 Marvin
- 19 Vocational Training Center (VTC)
- 20 Caterpillar Reman Drivetrain
- 21 Sanford Health
- 22 Thomsen Homes
- 23 Rasmussen University
- 24 WEX
- 25 Dakota Fence

**25**  
**MOST**  
*Engaged*  
**WORKPLACE**

Honoring 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.





## LIVE UNITED *Awards & Annual Meeting*

Each year we take time to recognize and celebrate the amazing companies who give back to the community and provide opportunities for their employees to LIVE UNITED, as well as honor and lift up the tremendous individuals who volunteer. These companies and people are leaders who help make our community a great place to live, work and thrive.

### | LIVE UNITED *Award Winners*

Our LIVE UNITED Award winners show the power of community and inspire all of us to continue our work to help our neighbors in need.

**Best New United Way Campaign**  
Saving Smiles Dentistry

**Emerging Leaders Catalyst of the Year**  
Aimee Stone, Noridian Healthcare Solutions

**Most Innovative & Creative Campaign**  
Wanzek Construction, Inc.

**Outstanding Campaign Cabinet Volunteer**  
Kendra Goette, Bushel

**Outstanding Employee Campaign Coordinator Volunteers**  
Glenn Key & Megan Kleckner, Hornbacher's (over 500 employees)  
Jessica Engel & Ali Sprung-Banu, Red River Commodities (under 500 employees)

**Social Media Maven**  
Sandy's Donuts

# LIVE UNITED *Leader of the Year*

## Cornerstone Bank

The #1 Most Engaged Workplace, Cornerstone Bank, has been awarded with the LIVE UNITED Leader of the Year Award. As the top award given by United Way, this recognizes an organization with outstanding commitment to United Way and an excellent workplace campaign. The recipient of this award is a dynamic organization that engages their employees to invest in our community.

Cornerstone Bank values their role as contributors who want the best for our community and works hard to help achieve it. Their employees continue to be involved with United Way – volunteering, attending events, serving as a billboard sponsor, and leading as volunteers on the Campaign Cabinet and Emerging Leaders Committee. When faced with a challenging year, they saw an opportunity to find new ways to contribute and be an even stronger partner for United Way by holding a virtual kickoff and offering electronic giving options. In 2020, they nearly doubled their employee giving, 31 employees stepped up as Leaders in Giving, and they raised \$78,000 – the highest amount raised in the history of their United Way Campaign. Their Employee Campaign Coordinator noted that it didn't take much motivation, as it is who they already are – a community bank that supports our neighbors.

Their employees have volunteered in a variety of ways and love getting involved in their community.

They raised over \$78,000 in 2020, which is their highest campaign in their United Way history, including having 31 Leaders in Giving.

Their campaign theme this year was HEROS. Not your average superhero theme but instead COVID HEROS, healthcare workers, front-line workers, teachers, etc. Those people in our community who continued to serve, lead, and work to ensure our community had what it needs to succeed.



Cornerstone Bank almost doubled their employee giving in 2020!

“

We are very proud of the Cornerstone Bank team as we once again lived our value embracing our role as neighbors and contributors in support of this year's United Way campaign in all our communities. Our employee engagement is a year-round process, generated from all of our locations, and is an important part of our daily culture. Cornerstone Bank is honored to support United Way and its mission to improve lives by activating resources to solve issues and create lasting social change.”

- Jim Hambrick

Fargo Market President, Cornerstone Bank



# Our Donors are the Spark

Donor generosity is what makes our work possible. Financial support fuels our work and gives thousands of families and children in our community the support, services and opportunities to succeed. Most importantly these resources help families to overcome obstacles and regain hope in their future and the future of their children.

## Community Builders: Helping Those in Need

By donating \$300 or more annually, Community Builders demonstrate values shared with thousands of their neighbors across our community. They help build a hopeful future for families in poverty by funding services and support.

“We are fortunate to live in Cass and Clay counties as this community embodies what it means to be unstoppable.”

- Lisa Borgen, 2020 Board of Trustees Chair

## Leaders in Giving: Shaping the Future

Leaders in Giving have a deep commitment to help their neighbors overcome challenges by investing \$720 or more annually. The energy, excitement and enthusiasm of these individuals inspire others and drive programs and new initiatives that measurably make change in our community.





## | Tocqueville: Building a Legacy

Our Tocqueville investors are a group of distinguished, local visionaries who strive to make a difference in our community by investing \$10,000 or more annually in the work of United Way. Their investments build a brighter and stronger future for us all and their leadership inspires others to greater philanthropy.

These leaders set a high bar in philanthropic leadership in our community. When they share their experiences, abilities and ambitions, the result is a sphere of influence able to transform lives and help more people in our community have a path to thrive.

“As a family, Jon & I believe it’s important for our children experience how kindness and sharing is something you can do every day. We want to encourage our kids to see that small things can make a big difference in the lives of those around you and your community.”

- Jill Machayya, Tocqueville Donor



This year the Malnourie, Machayya, Paulus and Merhiy families volunteered to fill backpacks for kids in need at our School Supply Drive.

# Get Involved at a New Level

## Emerging Leaders

Emerging Leaders is a network of community-minded professionals who work together to give, connect, build skills and volunteer to lead the change for a better tomorrow for our community. Members connect through exclusive professional development events and volunteer opportunities where they grow as leaders and effect change for decades to come.

**880** EMERGING  
LEADERS | REPRESENTING 113  
BUSINESSES

**\$651,062**  
**INVESTED**

**3,205**  
**VOLUNTEER**  
**HOURS**

**14**  
**EVENTS**





# Corporate Engagement

## Engaging Employees and Enhancing Workplace Culture

Today more than ever, companies are recognizing how important it is for employees to feel connected not only to their employers but also to their teammates. Many companies share with us how their United Way campaigns successfully boosted the morale of their employees because of the fun, virtual events they were able to host even though their workforce was remote. When companies invest time and focus on creating events and opportunities for team members to connect and give back, the return on investment greatly impacts the company culture, employee morale and overall health of the company.

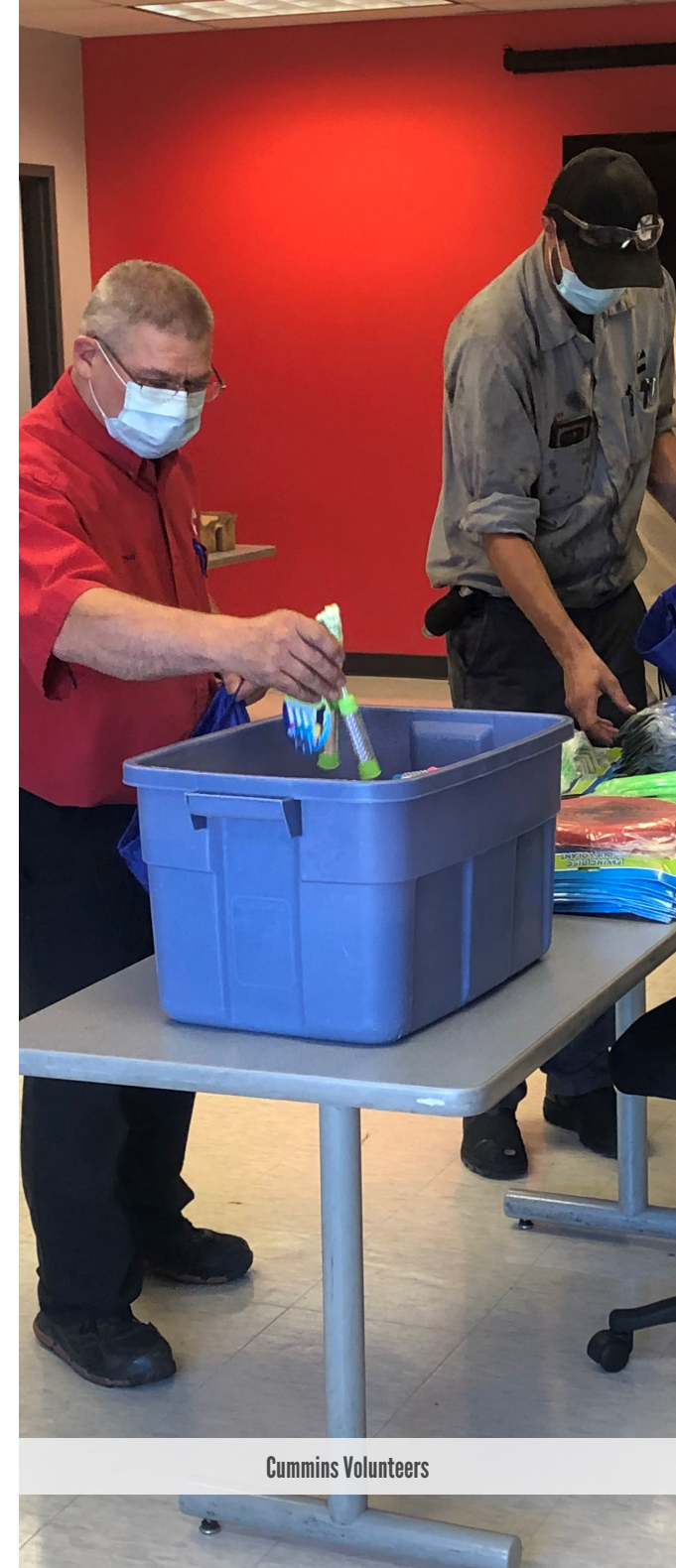
Our team is dedicated to inspiring others to be engaged in our community by providing creative, meaningful volunteer experiences to hundreds of people. In 2020, we were able to host 722 volunteers in 50 unique volunteer opportunities.

“ Our partnership with United Way has provided an amazing avenue for our team to get outside of our walls and volunteer in the communities we serve. United Way has helped us see our communities through a new perspective, learn about the community issues that impact our daily lives and the health of our customers, and then gives us ways to take action to create change in our communities. ”

- Dan Conrad, President and CEO of Blue Cross Blue Shield of North Dakota



American Crystal Sugar Volunteers



Cummins Volunteers



# Volunteer Opportunities

## Rallying to Help Our Neighbors

If you are looking for a place to get involved and to give back, United Way has a spot for you. Whether you're a manager who leads a team of employees, a full-time parent looking for meaningful activities, or you're just starting out your career, United Way has volunteer opportunities for people of all backgrounds, ages and interests, and we are excited to meet you and welcome you. Volunteering with United Way supports our neighbors who need a helping hand, and it is a way to meet new friends and colleagues who share the love of this community we all call home.

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.

### Volunteer Events:

#### SCHOOL SUPPLY DRIVE

Each summer, the School Supply Drive equips thousands of local K-12 students in need with the backpacks and supplies they need to feel confident and successful.

**700+**  
VOLUNTEERS

**6,040**

**BACKPACKS  
& SUPPLIES  
DISTRIBUTED**



“

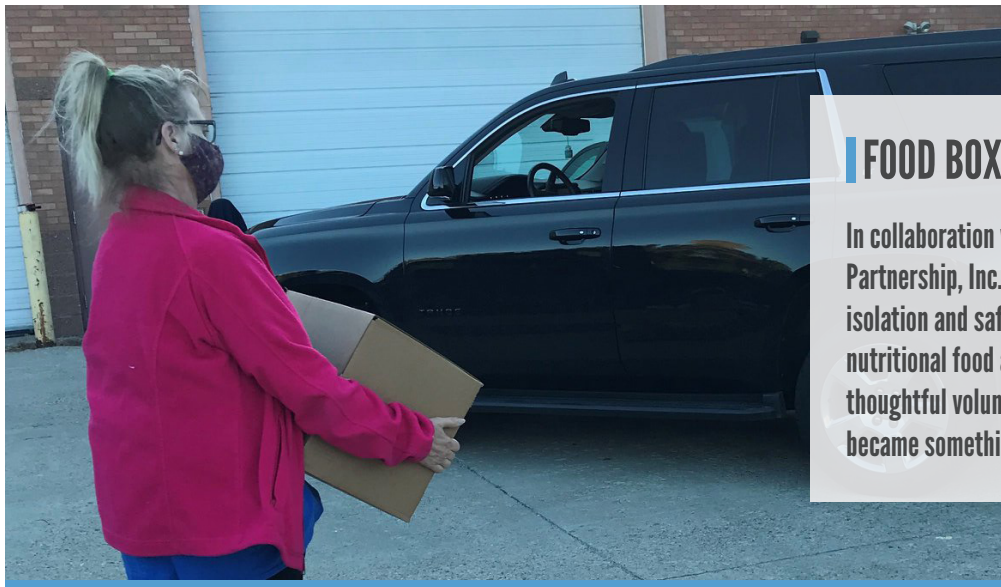
Especially during the pandemic, our household income has been impacted making things like school supplies difficult to obtain. This program provides my children with a fresh start to a new year. It eases my anxiety knowing my children will have everything they need when starting school. My children felt so prepared when we went through their school supplies, and it helped build anticipation and excitement for the coming school year. Thank you for helping our family.”

- Parent of School Supply Drive recipient



## HIGH FIVES FOR HEALTH CARE HEROES CARDS

Health care workers in Cass and Clay counties worked tirelessly responding to our health care needs during this challenging year. With the help of the community, United Way rallied the community to thank thousands of health care workers with a virtual high five and note of encouragement for going above and beyond to make our community a better place.



## FOOD BOX AND CARE CARD DELIVERIES FOR SENIOR CITIZENS

In collaboration with our community partner CAPLP (Lakes and Prairies Community Action Partnership, Inc.), United Way rallied volunteers to help seniors who were struggling with isolation and safety concerns during the pandemic to ensure that they had access to nutritional food and a friendly note delivered to their doors each month. Our dedicated and thoughtful volunteers made this such a great experience for the seniors, and the deliveries became something they looked forward to and relied on for a good quality of life.

## LITERACY KITS FOR CHILDREN

Literacy and early learning are critical to ensuring kids are ready for kindergarten. Our literacy kits were designed to focus on skills young children need when learning to read. United Way recruited volunteers to assemble hundreds of literacy kits to be distributed to local children in Cass and Clay counties.



