



**UNITED WAY OF CASS-CLAY  
2021 ANNUAL REPORT**





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# About Us

At United Way of Cass-Clay, our mission is to improve lives by activating resources to solve complex community issues and create lasting social change. We have a unique and invaluable perspective of seeing the totality of our community's challenges. This comprehensive perspective, along with data, provides direction and focus as to how United Way can lift local individuals and families out of poverty.

We do this through:

- **Making connections.** By bringing together the right people, we can find solutions to complex issues. Through community collaboration, we can develop meaningful and timely solutions no one group could do on their own.
- **Leveraging resources.** By ensuring donor dollars go towards the programs that will be the most effective and efficient, we know donors can be confident in entrusting their donations with us.

We know poverty doesn't discriminate, and neither do we. Our commitment to our community is to serve all low-income families through our Bold Goals and provide opportunities for all individuals and families in our community to become stronger and healthier.







## *Dr. Jeff Schatz*

### 2021 Board of Trustees Chair

United Way of Cass-Clay's mission drives our specific strategies and actions to enhance and invest in the most critical needs of our community. I know this firsthand as I have had the opportunity to serve as the Chair of the Board of Trustees for the past year – and what a year it was.

During the past year, our United Way engaged in a period of change – not only in dealing with the reality of COVID but in a change of leadership. President & CEO Kristi Huber resigned from her position summer of 2021 - we are thankful for her exceptional leadership and are stronger because of her. This left an opening for Karla Isley to join us as our President & CEO and she has hit the ground running by providing the leadership needed to finish the 2021 campaign strong, and provide a vision for the new year and beyond. Karla comes to us with outstanding leadership experiences. We are grateful for Karla and look forward to working with her as she leads us into the future.

As I look back on the year – I am grateful for many things.

1. Our organization has thrived during the COVID crisis due to the dedication and collaborative efforts of our United Way team.
2. We raised more than ever before - members of our community stepped up to ensure we can succeed in meeting the needs of the community.
3. We transitioned to a new home – a site that will activate the community to do even more in facilitating our growth and commitment to our community's future.
4. Finally, we are strong - in all aspects of our organization. Our dedicated Board of Trustees give their time, knowledge, and gifts to ensure we are meeting the needs of the community for years to come.

I look forward to the new year and know that as we harness and activate the power of community across Cass and Clay counties, we will create a better tomorrow for everyone. That's the Power of Community, Realized.



## *Karla Isley*

### President & CEO

I joined the United Way team in September of 2021 and it is an honor to serve the community I call home. I have lived and worked in this community for more than 20 years, and my husband, Mike, and I are blessed to be raising our two boys, Oliver and Isaac, here. Growing up I was taught the importance of family and community – neighbors helping neighbors. To pass these values to my children and to other young people is so important to me.

In my first few months, it is amazing to see the change that can happen when key people come together. At United Way, our unique perspective of seeing all our community's challenges and bringing together the right people at the right time to find solutions truly changes lives for our neighbors most in need. The data-driven intentionality of our investments ensures every dollar entrusted to us can do the most good toward lifting people out of poverty. I'm inspired and grateful for the commitment and investments from so many generous and thoughtful friends who share the values of United Way.

The campaign theme this year was so meaningful for me. Believe UNITED, succeed UNITED brings to life our shared values and calls us to come together to create change. We posed the question:

What do you believe?

- That all of us have potential and value?
- Moms and dads should have the opportunity for a job that supports their family?
- All people deserve the chance to succeed?

At United Way, we believe in those things, and we know we share those beliefs with many of our family members, friends, and neighbors.

Thank you to each of you for standing up for what you believe, and joining us to help our community succeed.

# Our Team

Our United Way of Cass-Clay team is a group of caring, mission-driven people who strive to connect and empower our community. Our company values – caring, creative, impactful, integrity, and magnetic – are alive in each team member and together make our workplace, and our community, a great place.



**Valerie Fechner**  
Resource Development  
Manager



**Summer Hanson**  
Director of Finance &  
Administration



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



**Thomas Hill**  
Vice President of  
Community Impact



**Karla Isley**  
President & CEO



**Megan Jenson**  
Senior Community  
Impact Manager



**Erica Johnson**  
Senior Community  
Engagement Experience  
Manager



**Bella Lien**  
Resource Development  
Manager



**Tiffany McShane**  
Director of Community  
Engagement



**Christie Lewandoski**  
Director of Resource  
Development



**JoAnn Ohma**  
Senior Accounting &  
Technology Specialist



**Emily Radeck**  
Communications  
Specialist



**Taylor Schnitzler**  
Senior Community  
Engagement Manager



**Ahmed Shiil**  
Senior Community  
Impact Manager



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



**Nicole Stumo**  
Senior Executive  
Support Manager

# Our Board of Trustees

The Board of Trustees is an engaged group of community leaders and influencers who provide strategic direction for our organization. These dedicated volunteers actively guide decisions, provide financial oversight, and serve as voices for our mission and the needs of our community.



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



**Kelly Dawson**  
Chair Elect  
Border States Electric



**Tiffany Lawrence**  
Vice Chair  
Sanford Health



**Jay Lies**  
Treasurer  
Choice Bank



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



**Mike Arntson**  
Cardinal IG



**Kimberly Busch**  
Blue Cross Blue Shield  
of North Dakota



**Dan Dougherty**  
John Deere



**Randy Gerhold**  
Bushel



**Erik Hatch**  
Hatch Realty brokered  
by Real and Hatch  
Coaching



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



**Lynn Johnson**  
Bell Bank



**Danielle Paulus**  
Roers



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



**Joanna Slominski**  
Mortenson  
Construction



# Community Impact Committee & Investment Review Panel

## Community Impact Committee

This committee provides the volunteer leadership needed to make crucial decisions as to how the dollars entrusted to us are invested into our community. They review grant applications to evaluate their alignment to our goals and strategies, ensuring the work can be measured and will foster long-term solutions for people in poverty.

- Chair: Dan Dougherty, John Deere
- Cody Aldinger, KJ
- Andrea Burkhart, Bremer Bank
- Gloria Doescher, Retired, SCHEELS
- Tracy Farahmand, Blue Cross Blue Shield of North Dakota
- Kory Jacobson, Border States Electric
- Raul Leher, Rockwell Automation
- Christina Lindseth, Cognizant

## Community Investment Review Panel

Each year, the Community Investment Committee works with these 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.

- Matuor Alier, Moorhead Area Public Schools
- Angela Arneson
- Mandie Begin, Forum Communications
- Rachel Broer, Noridian Healthcare Solutions
- Jennifer Christianson, Blue Cross Blue Shield of North Dakota
- Katie DeMars, XY Planning Network
- Jess Engel, Red River Commodities, Inc.
- Tracy Farahmand, Blue Cross Blue Shield of North Dakota
- Dave Ferguson, Border States Electric
- Bobbiann Froemke, Salesforce
- Ashley Hahn
- Brian Haugen, Bell Bank
- Lee Havig, Wanzek Construction, Inc.
- Brittany Hoppe, Blue Cross Blue Shield of North Dakota
- Pam Johnson, Alerus
- Glenn Key, Hornbacher's
- Erik Kiesz, Principal Financial Group
- Megan Kleckner, Cash Wise
- Raul Leher, Rockwell Automation
- Matt Magnus, Border States Electric
- Melissa Marshall, CoreCounts
- Amy Miller, Western State Bank
- Amy Nephew, Red River Commodities, Inc.
- Anamaria Olson, Western State Bank
- Jenny Olson, State of North Dakota
- Heather Ostrowski, Gate City Bank
- Shawn Paschke, Xcel Energy
- Patrick Peick, Noridian Healthcare Solutions
- Carrie Anne Platt, North Dakota State University
- Mason Rademacher, FMWF Chamber
- Jon Reznecheck, SCHEELS
- John Rodenbiker, Blue Cross Blue Shield of North Dakota
- Jen Sahr, Fargo Public Schools
- Rebecca Sandell, North Dakota State University
- Missie Schumaier, First International Bank & Trust
- Larry Seljevold, Moorhead City Council
- Jessica Shawn, WEX
- April Siverson, SCHEELS
- David Theige, MD, Sanford Health
- Miriam Troitte, Western State Bank
- James Whirlwind Soldier, Goldmark Property Management
- Scott Wirth, Roers
- Mara Zupko, Noridian Healthcare Solutions

“

*It's quite humbling to see all the organizations that are so passionate partner with United Way empowering those needing help and resources. I truly appreciate how every contribution to the campaign benefits our neighbors in need.*

Christina Lindseth, Cognizant



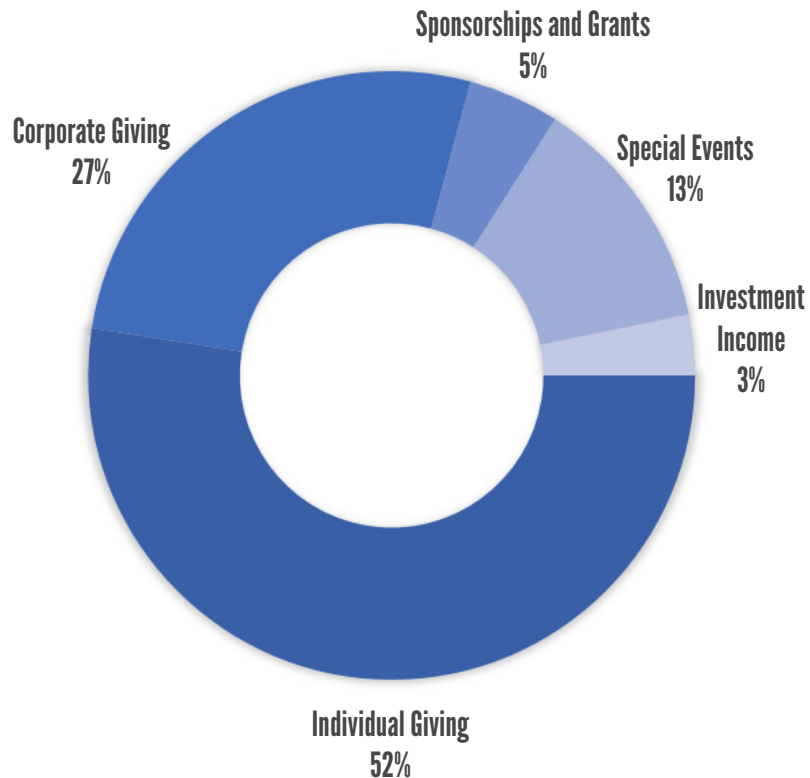
# Financial Highlights

United Way of Cass-Clay strives to be a great steward of every donor dollar entrusted to us. We keep administration costs to a minimum so donors can be confident their dollars go to creating positive change right here in our community.

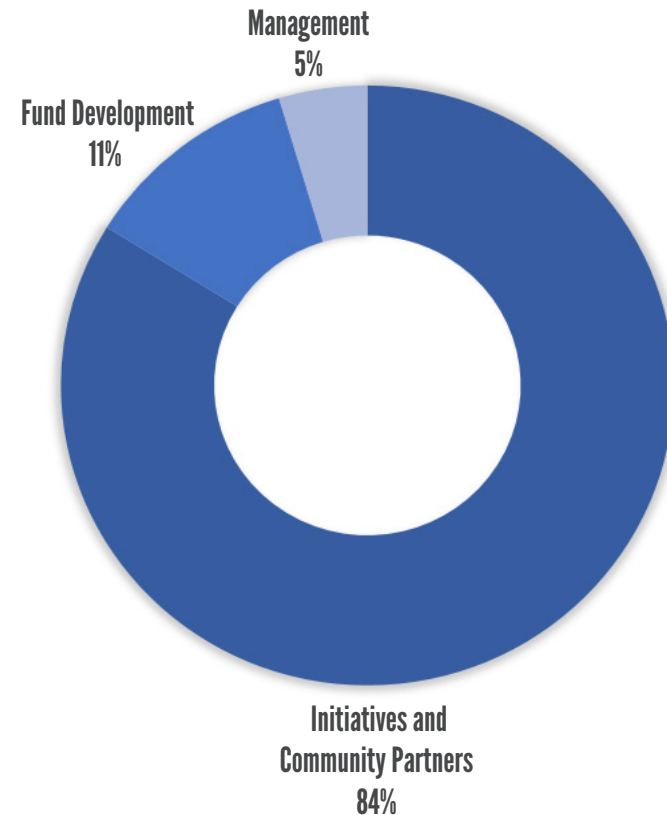
Here's the proof.

- We perform in the top 10% of United Ways in the United States.
- Charity Navigator awarded us the coveted 4-star rating demonstrating strong financial health and commitment to accountability and transparency.
- We have received the Platinum Seal of Transparency which is the highest level of recognition offered by GuideStar.

## Community Support



## Community Investments



## Finance Committee

- Barbara Axness, Minnesota Department of Health
- Steve DeWald, RDO Equipment Co.
- Kyle Haugland, Bank Forward

- Brittany Hoppe, Blue Cross Blue Shield of North Dakota
- Chris Lee, Gate City Bank
- Jay Lies, Choice Bank

- Sarah Nikle, Edward Jones
- Julie Whitney, Bremer Bank
- Emmett Worth, Gate City Bank

# Our Campaign

In the wake of one of the most challenging times in recent history, the people of our community continue to show generosity for our neighbors.

The believe UNITED, succeed UNITED theme rallied our community to stand up for what they believe, and join us to help our community succeed by donating, volunteering, and/or advocating.

We asked: What do you believe?

- That all kids deserve a home where they feel safe?
- Moms and dads should have the opportunity for a job that supports their family?
- Children shouldn't have to worry when they will have their next meal?
- That all people in our community deserve the chance to succeed?

We believe in those things too. All families deserve a safe place to live, food on their plates, child care, and employment. When a family is strong, parents go to work with the determination to succeed, kids go to school with the confidence to learn and grow, and our community thrives. Your support helps build strong families. One dream at a time. One career at a time. One job interview at a time. One life changed at a time.



Rose and her son, Fargo

## Community Kickoff Event Rallies and Inspires Hope

In September of 2021 we invited our community to share their beliefs and be inspired by the real stories of people whose lives have been changed by our community coming together to LIVE UNITED.

Ashley Littlewolf, a United Way Career Coach, shared her inspiring moving story of growing up in poverty and now empowering parents in poverty to reach their dreams through workforce training and job opportunities.

Our community also got the chance to meet Rose, a local mom who was once at risk of becoming homeless and is now thriving as a CNA at a local nursing home and excelling as a mother to three young children. When we believe UNITED, we succeed UNITED, and have the opportunity to transform the lives of moms like Rose.



# Focusing on Families in Poverty

We focus on lifting families out of poverty. We have the unique role of seeing a community-wide view of all the issues and work to understand, solve, and invest to create long-term, sustainable change. By bringing together community partner, leaders, data, and innovation, we work to understand, invest, and create long-term, sustainable change for generations to come.

Our Bold Goals are the most challenging and chronic factors of poverty in our community. Reducing hunger and homelessness, preparing children to succeed, and helping people be independent will help create a better tomorrow for all. When we come together, we can create the change our community needs. That's the Power of Community. Realized.

## Bold Goal 1



*Reduce Hunger and Homelessness*

## Bold Goal 2



*Prepare Children to Succeed*

## Bold Goal 3



*Help People be Independent*



## Community Partners

CAPLP (Lakes & Prairies Community Action Partnership)  
Churches United  
Emergency Food Pantry  
FM Coalition to End Homelessness  
Great Plains Food Bank

New Life Center  
Presentation Partners in Housing  
Rural Enrichment & Counseling Headquarters (REACH)  
Youthworks  
YWCA Cass Clay

## Bold Goal 1

# *Reduce Hunger and Homelessness*

### WHY WE INVEST

United Way works to reduce hunger and homelessness by improving systems and strengthening partnerships to provide individuals and families equitable access to stable housing and food. Together, we are working to end homelessness for youth and families with children through a community focus on the “housing first” philosophy and preventing homelessness from happening. Local data shows that in our community, children and families are disproportionately impacted by hunger. Together we’re focusing on collaborative solutions to reduce food insecurity, provide immediate access to food, all while addressing the root causes of hunger.

### THE ISSUE

- Approximately 1,000 people experience homelessness on any given night in our community
- Last year, of those experiencing homelessness in our community, approximately 20% were children
- Of those experiencing hunger in our community, 37% are children

### OUR STRATEGY

- Reduce hunger for families and children
- Reduce homelessness for youth and families with children

### THE RESULTS

- 3,415 children received food on the weekends and during the summer when school was not in session
- 78% of people who went from homelessness to housed, were able to maintain housing once they exited from supportive housing programs

## THE POWER OF COMMUNITY

- Expanded clinic-based food pantries and programs to directly connect hunger and health; with 695 households accessing 20,258 pounds of food this past year past year during clinic visits
- Expanded the Homeless Prevention and Diversion Program, through our partnerships, federal, state, local, and private funding. In 2021, 2,367 households were screened for services either because they were facing homelessness or feared they'd become homeless

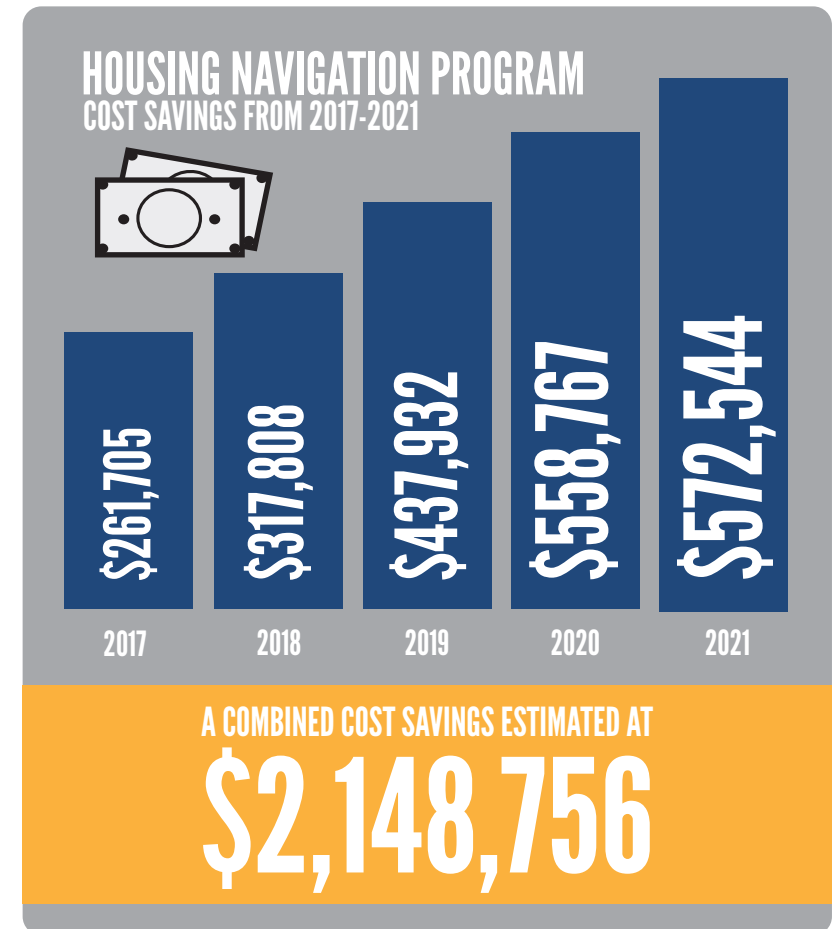
## SPOTLIGHT

The Housing Navigation Program, a solution-focused best-practice strategy, year over year has seen massive cost savings through housing individuals experiencing chronic homelessness and keeping them housed with collaborative, community-based supports.

In 2021, 54 active Housing Navigation Program participants served by Presentation Partners in Housing were able to attain safe, stable housing along with supportive services to maintain housing after experiencing long episodes of homelessness. In addition, data was collected on 28 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 five years of this program, there has been a combined cost savings estimated at \$2,148,756 for our local community!

### Looking Forward to 2022

We will continue to grow and strengthen our partnerships focused on preventing and ending homelessness for youth and families with children. Working collaboratively, we believe this is possible as we leverage additional funding and get the right people to provide the right services at the right time. Additionally, we look to keep building on the momentum created by the Cass Clay Hunger Coalition in increasing access to food for children and families through innovative delivery models. This collaborative effort will allow our community to break the cycle of homelessness and hunger for generations to come.







## Community Partners

Boys & Girls Clubs of the Red River Valley  
CAPLP (Lakes & Prairies Community Action Partnership)  
Fargo Public Schools: Fargo Adult Learning Center  
Moorhead Area Public Schools  
Rural Cass Public Schools  
SENDCAA (SouthEastern North Dakota Community Action Agency)

Solutions Behavioral Healthcare Professionals, Inc.  
South East Education Cooperative (SEEC)  
The Village Family Service Center  
TNT Kid's Fitness & Gymnastics Academy  
West Fargo Public Schools  
YMCA of Cass and Clay Counties

## Bold Goal 2

# *Prepare Children to Succeed*

### WHY WE INVEST

United Way works to increase childhood and student success by supporting the entire family as the child moves through kindergarten, school, and beyond. Nationally-recognized research points to the long-term benefits from providing high-quality early childhood education to low-income children. The benefits not only improve kindergarten readiness levels but improve third-grade reading levels, high school graduation rates, and dramatically increase the lifetime earning potential for students who benefit from quality, early childhood experiences. Research also supports the importance of students receiving services for social and emotional skills to enhance readiness for their future career or entering college.

### THE ISSUE

- In Cass and Clay counties, only 37% of children ages 3 and 4 are enrolled in early childhood education
- In North Dakota, 26,937 children are unsupervised after school, meaning for every child in an afterschool program there are two waiting to get in

### OUR STRATEGY

- Children enter school ready to succeed
- Students are successful as they progress through school and upon graduation are ready for their next stage in life like post-secondary education, workforce, armed services, etc.

### THE RESULTS

- 91% of children enrolled in pre-k programs and quality, affordable child care entered kindergarten this year socially, emotionally, and academically ready
- 1,491 students received support and participated in out of school time programming through our community-based partners

## THE POWER OF COMMUNITY

- Implemented innovative ways to expand food access for children and families, such as the School Lunch Repacking Program
- Worked with the North Dakota Afterschool Networks to increase access for quality afterschool programs for more youth; especially for low-income youth and youth of color who have more limited access to these programs

## SPOTLIGHT

Over the past three years, 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. This past school year, 244 students received mental health services on-site at their schools. Of those served:

- 88% continued to the next grade level
- 81% decreased absenteeism or maintained attendance of at least 90% of school days
- 95% reduced behavioral referrals in school

These programs have grown over the past three years, impacting over 500 local students.

## Looking Forward to 2022

We will continue to focus on how our Bold Goals are interconnected and can work together to lift families out of poverty. To create lasting social change, we need to help all families in our community reach their full potential through targeted, tailored interventions, and services to meet each family's unique needs and strengths. From education to a family's access to food, housing, social capital, and social support, we can help to prepare students to succeed. We continue to explore innovative solutions to meet the holistic needs of students and their families.



**PACKED FROM LEFTOVERS DURING  
SCHOOL LUNCHES AND DISTRIBUTED  
TO STUDENTS IN NEED THROUGH  
SCHOOL FOOD PANTRIES**



## Community Partners

Afro American Development Association (AADA)  
 CAPLP (Lakes & Prairies Community Action Partnership)  
 Fargo Cass Public Health  
 FirstLink  
 Immigrant Development Center (IDC)  
 Legal Services of North Dakota  
 Legal Services of Northwest Minnesota

Nexus PATH Family Healing  
 Rape & Abuse Crisis Center  
 Red River Children's Advocacy Center  
 SENDCAA (SouthEastern North Dakota Community Action Agency)  
 The Village Family Service Center  
 Vocational Training Center

## Bold Goal 3

# Help People be Independent

### WHY WE INVEST

United Way focuses on a two-generation model to provide opportunities for low-income families to obtain family-sustaining employment and build the support systems and social capital needed to thrive. Research shows that a focus on a two-generational model improves outcomes for children and parents and can stop the cycle of generational poverty. We see the opportunity to fill our community's workforce shortage by providing training, education, and support to low-income families to gain and maintain in-demand jobs.

### THE ISSUE

- In Minnesota and North Dakota, 1 in 5 children have parents or guardians who lack secure employment
- Young families are struggling the most in our community, with 1 in 7 children under 5 years old living in poverty
- In Cass and Clay counties, 2,145 community members have limited English proficiency

### OUR STRATEGY

- Increase employment and income to family-sustaining levels
- Increase family and social support necessary to maintain independence

### THE RESULTS

- 81% of individuals who received services obtained stable employment, the remaining 19% are actively working with Workforce Development Case Managers to gain skills and employment
- 5,085 individuals received trauma-informed care and family support services

## THE POWER OF COMMUNITY

- Continued place-based services, such as career coaching, financial literacy classes, and English Language Learner (ELL) programs, to low-income neighborhoods, including the Arbors at McCormick Park
- Expanded access to civil-legal representation for low-income families through partnerships with Legal Services of Northwest Minnesota and North Dakota to reduce evictions, family instability, and stress for at-risk families

## SPOTLIGHT

The day she met her Career Coach, Sonja buzzed with energy as she talked about her dream of becoming a CNA but thought the dream was out of reach: no stable place to live, no reliable transportation, lack of a family support system, and no local employment history.

With encouragement from her Career Coach, Sonja:

- Completed her CNA class
- Was hired by Bethany Retirement Services
- Saved and purchased a vehicle
- Saved enough for her first month's rent and obtained stable housing

United Way also supported Sonja with a Home for Good Basket, because she was starting over without any household essentials.

Sonja's Career Coach provided support, encouragement, and resources, and coupled with Sonja's determination to overcome obstacles, Sonja is now thriving with a family-sustaining income and a fresh start in life.

## Looking Forward to 2022

We'll strengthen our collaborative workforce development partnerships to include black, Indigenous, people of color, and women-run organizations. These additional partnerships will provide targeted services to meet the unique needs of underserved community members seeking to become entrepreneurs or gain skills to obtain family-sustaining employment and build a path to a successful career.



**HOUSEHOLDS MAINTAINED HOUSING WITH  
LEGAL ADVICE AND REPRESENTATION**



# Our Community Members are the Spark

To build a strong community, it takes all of us to believe that everyone deserves opportunities to succeed. Whether you are a donor, volunteer, advocate, or friend, your involvement in United Way is what makes our impact possible. So many passionate, generous, and caring people choose to get involved in one way or another and help those less fortunate in our community. Together, we LIVE UNITED and by neighbors helping neighbors, we create a community we can all be proud to call home.

## LIVE UNITED *Partners*

ALERUS



We are excited to welcome Essentia Health as a LIVE UNITED Partner for 2022.

## Presenting Sponsors



## LIVE UNITED Give United Day Sponsors



Blue Cross Blue Shield of North Dakota, Marsh McLennan Agency, Microsoft, Saving Smiles Dentistry

## Emerging Leaders Sponsors



Allegro Group, Doosan Bobcat, First International Bank & Trust, WEX

**Community Kickoff Event Sponsors:** Xcel Energy, Noridian Healthcare Solutions

**Community Celebration & Annual Meeting Sponsors:** Cornerstone Bank, Lillestol Research LLC, Minnesota State University Moorhead, Nodak Insurance, Noridian Healthcare Solutions, PRO Resources, Western State Bank, Xcel Energy

**School Supply Drive Sponsors:** First International Bank & Trust, Flint Group, Gate City Bank, Marvin, PARK CO., REALTORS®, RDO Equipment Co., RDO Truck Centers, SCHEELS, SCHEELS Arena, State Farm Insurance-Renee Forde Agency, West Acres Development

**Women UNITED Golf Scramble Sponsors:** Doosan Bobcat, Floor to Ceiling Carpet One, Sandin Law, Sanford Health, Saving Smiles Dentistry

**35 Under 35 Women's Leadership Program Sponsors:** Blue Cross Blue Shield of North Dakota, Sagency, Saving Smiles Dentistry, Dr. Susan Mathison



## *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.

# Top 50 *Generous* Workplaces

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

# Top 25 *Engaged* Workplaces

- 1 Blue Cross Blue Shield of North Dakota
- 2 American Crystal Sugar Company
- 3 Cornerstone Bank
- 4 Red River Commodities, Inc.
- 5 Microsoft
- 6 Noridian Healthcare Solutions
- 7 Marsh McLennan Agency
- 8 Xcel Energy
- 9 Flint Group
- 10 PARK CO., REALTORS®
- 11 First International Bank & Trust
- 12 CAPLP (Lakes & Prairies Community Action Partnership)
- 13 Marvin
- 14 WEX
- 15 Wanzek Construction, Inc.
- 16 Rasmussen University
- 17 Light Consulting & Coaching
- 18 Sammons Financial Group
- 19 Western State Bank
- 20 Cash Wise
- 21 Border Bank
- 22 Caterpillar Reman Drivetrain
- 23 Cardinal IG
- 24 United Savings Credit Union
- 25 Fargo Glass and Paint Co.

**25**  
*Engaged*  
**WORKPLACES**

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.



# Our Donors Change Lives

Investing financially makes it possible for thousands of families and children to have support, services, and opportunities to overcome challenges and find a path of hope for themselves and their children for generations to come.

## UNITED WAY COMMUNITY BUILDERS

### *Helping Those in Need*

By donating \$300 or more annually, Community Builders unite with thousands of their neighbors who share their values centered on investing in the community we all call home. They help build a positive future for families in poverty by making crucial and innovative services and support possible.

## UNITED WAY 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.

“

*The United Way will always hold a very special place in my heart. I love everything it stands for.*

Brianne Stoffel  
Community Builder



“

*I donate to United Way because they put my dollars to use right here in our community. Their Bold Goals don't just provide services to people who need them, they are working to solve the root causes of problems. I can get behind that vision and I encourage you to do the same.*

Laura Oster-Aaland  
Leader in Giving

## 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.

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.



“

*We donate to the United Way because we care deeply for our community and the people at the United Way know the best way to get our donation to the people who need it most.*

Kenny and Michelle Useldinger  
Tocqueville

# Campaign Volunteers

Workplace campaigns are an integral part of how we educate, engage, and rally support. And we couldn't do it without the amazing individuals who volunteer their time and talents to connect our work with the generous companies in our community. These caring and committed volunteers are extensions of our team and we're inspired every day by the passion they bring to their role in helping our neighbors most in need – all while building a positive, caring culture at their workplace.

## Campaign Chair Volunteers

2021 Volunteer Chair



*Jodi Duncan*  
Flint Group

2022 Volunteer Chairs



*Dan Conrad*  
Blue Cross Blue Shield of North Dakota

*Rachel Conrad*

2023 Volunteer Chair



*Sarah West*  
Light Consulting & Coaching

## Employee Campaign Coordinators

Hundreds of coordinators work to help spread the message of United Way's mission to their coworkers. Too many to list, but we are grateful for their commitment to LIVING UNITED.



## Campaign Cabinet Volunteer Coaches

Susie Carlson, NDSCS-Fargo

Kendra Goette, Bell Bank

Brian Haugen, Bell Bank

Charley Johnson, Fargo-Moorhead Convention & Visitors Bureau

## Campaign Cabinet Volunteers

Mallari Ackerman, Fargo-Moorhead Convention & Visitors Bureau

Brandon Baity, Youthworks

Kriss Burns, PRO Resources

Aaste Campbell, Sanford Health

Bob Carlson, Bank of the West

Carrie Carney, Eventide Senior Living Communities

Lindsey Cernik, Border States Electric

Alex Cyusa, Fargo Jet Center

Amber Dahl, Bushel

Kelly Edwards, First International Bank & Trust

Amanda Even, CAPLP (Lakes & Prairies Community Action Partnership)

Dave Ferguson, Border States Electric

Jessica Fyre, AgCountry Farm Credit Services

Sarah Greterman, Aldevron, LLC

Shawn Gruenberg, Gate City Bank

Amy Hannaher-Overby, Connect Interiors

Carla Hanson, Caterpillar Reman Drivetrain

Mandi Hanson, Gate City Bank

Caileen Heuertz, Alerus

Natalie Hilgers, Northwestern Mutual

Amy Hochgraber, Minnesota State Community & Technical College

Bethany Kleven, Bell Bank

Melanie Kraker, Vocational Training Center (VTC)

Raul Leher, Rockwell Sales Offices

Ashley Littlewolf, SENDCAA (SouthEastern North Dakota Community Action Agency)

Kelsey Lubbers, Wanzek Construction, Inc.

Tim Lystad, John Deere

Casey Sanders, FMWF Chamber

JoVal Wettlaufer, Blue Cross Blue Shield of North Dakota

Megan Zee, iHeartMedia Inc.

Julie Lubken Haugen, YWCA Cass Clay

Lisa Maloy, American Crystal Sugar Company

Melissa Marshall, CoreCounts

Adam Massie, Doosan Bobcat

Tracy Meckler, TNT Kids Fitness

Amy Miller, Western State Bank

Missy Misialek, Sanford Health

Rob Neuteboom, Rasmussen University

Sarah Nupdal, Bell Bank

Laura Oster-Aaland, North Dakota State University

Brett Overturf, Liberty Business Systems, Inc.

Shawn Paschke, Xcel Energy

Alycia Peter, WE Ortho

Jennifer Ranz, Enavate

Cairn Reisch, Marvin

Jim Schaeffbauer, United Savings Credit Union

Karla Schellack, Infor

Margrit Schwartz, Forum Communications

Cheryl Sivertson, Hornbacher's

Ali Sprung-Banu, Red River Commodities, Inc.

Kari Stenger, Light Consulting & Coaching

Brianne Stoffel, Alerus

Cassie Temple, Beyond Benefits ND

Jennifer Tesch, Healthy Food Ingredients

Katy Ulrich, Scoop N Dough Candy Co

Amber Wibstad, Blue Cross Blue Shield of North Dakota

Steve Winter, Marsh McLennan Agency

Danielle Woodard, Flint Group



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*I really enjoy speaking about the efforts and the impact of the United Way. One of the things that I believe is that progress is inevitable, but we want that progress to be moving in the right direction. The United Way is key to our community being able to move in the right direction and that's why it is so easy to passionately speak about our mission and our goals.*

Raul Leher  
Rockwell Sales Offices



# Events

## Home for Good

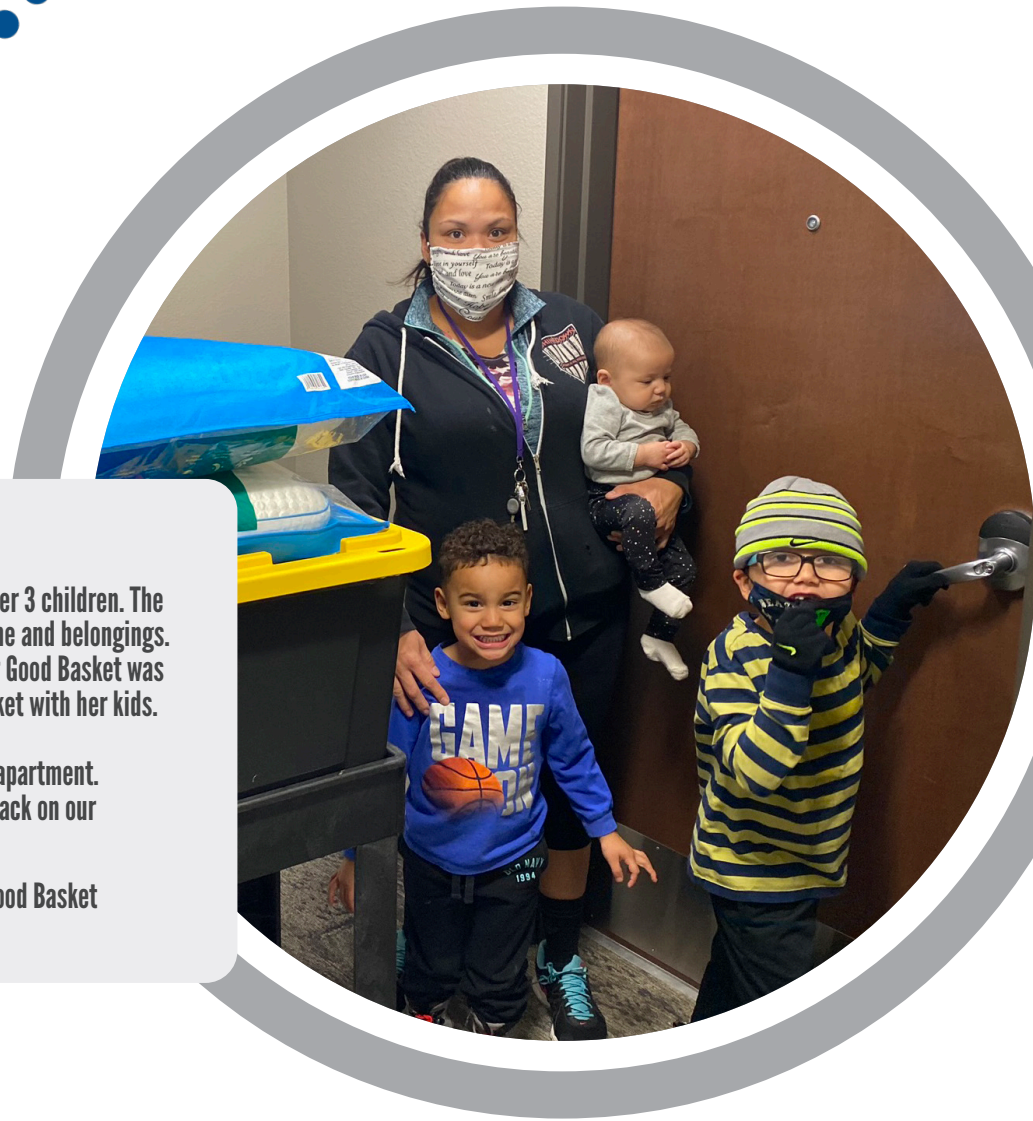
For the second year, we invited the community to help welcome families home—for good. Through the support of community donations, 120 Home for Good baskets were provided to individuals and families in our community who were once homeless, that were moving into a new home. These baskets ensured that they would have the essential supplies they needed to make the transition to a new home just a little warmer.

### Meet Amy

Thanks to donors like you, United Way was able to help a local mom named Amy and her 3 children. The family was living in an unsafe place for several months and ended up losing their home and belongings. When they had the opportunity to move into a safe apartment, a United Way Home for Good Basket was waiting for them on their doorstep. Amy was nearly in tears as she unpacked the basket with her kids.

“The basket had pretty much everything we needed to get settled into our apartment. I’m very grateful for your help. You are helping our family get started and back on our feet in such an amazing way. Thank you!”

- Amy, local mom who received a United Way Home for Good Basket



## Hornbacher’s Gobble It Up for United Way

Each summer, Hornbacher’s partners with United Way to raise dollars to support local families in need through a turkey sandwich lunch fundraiser. Nearly 100 volunteers served lunch at eight Hornbacher’s locations and encouraged people to support their community.

## School Supply Drive

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

**700+**  
VOLUNTEERS

**6,000**  
BACKPACKS & SUPPLIES  
DISTRIBUTED

### School Supply Drive Committee Volunteers

Nikki Anderson, West Fargo Public Schools  
Jessica Dunlap, NAU Country Insurance  
Erik Kiesz, Principal Financial Group  
Tamara Leher, Border States Electric  
Ruben Lopez, Hornbacher's

Miranda Scheel, SCHEELS  
Tiffany Scheel  
Greg Vandal  
Emmett Worth, Gate City Bank



## Women UNITED Golf Scramble

In June, we hosted the 16th Annual Women UNITED Golf Scramble at Osgood Golf Course. The nearly 200 women that were a part of this year's event helped give local kids the very best start in life and helped lift families out of poverty – all during a fun round of golf with their friends and co-workers. In 2022, we will be hosting two rounds of golf – in the morning we will have a women's round, followed by an afternoon round open to all adults.

### Women UNITED Leadership Team Volunteers

Chair: Kimberly Busch, Blue Cross Blue Shield of North Dakota  
Katie Bjornson, Fargo Center for Dermatology  
Courtney Buskirk, SAP Concur  
Kristin Dehmer, Moorhead Area Public Schools  
Katie DeMars, XY Planning Network  
Jess Engel, Red River Commodities, Inc.  
Natalie Ganske, Wells Fargo  
Jayne Gust, Sanford Health

Heather Heick, Bell Bank  
Mary Jo Hotzler, Forum Communications  
Liz Johnson, Saving Smiles Dentistry  
Kate Lea, Wells Fargo  
Melissa Marshall, CoreCounts  
Wendy Mason, Hatch Realty brokered by Real  
Anamaria Olson, Western State Bank  
Jenny Olson, State of North Dakota

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*The School Supply Drive is important to our family because we have been going through a hardship since the pandemic, so income for my family has not been as great. We really needed help getting our children school supplies and we are so grateful to United Way for helping our family. It makes my children happy to know that they will have supplies to use for school.*

Parent of child who received school supplies

# Community Celebration & Annual Meeting

Each year we take time to recognize and celebrate the amazing companies who give back to the community and 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.

Our award winners inspire all of us to continue our work to help our neighbors in need.

## Award Winners

### Rising Star Award - Border Bank

*A company who stepped forward to give back to United Way for the first time and is starting a tradition of giving back to our community.*

### Humble Hero Award - Ashley Littlewolf, SENDCAA (Southeastern North Dakota Community Action Agency)

*A person or company whose everyday exceptionality and kindness remind us we all have the opportunity to be heroic to those in need by stepping forward to volunteer.*

### Magnetic Marvel Award - Marvin

*A local company that brought energy, enthusiasm, and creativity to their company's United Way campaign.*

### Change Maker Award - Lisa Maloy, American Crystal Sugar Company

*A Campaign Cabinet volunteer who put in outstanding effort to engage our corporate community to give back.*

### MVP (Most Valuable Person) Award - Chantelle Gosselin and the United Way Committee, Fargo Glass and Paint Co.

*An outstanding Employee Campaign Coordinator volunteer or group of volunteers who gave it their all when it came to spearheading their company's United Way campaign.*

### Power of Partnership Award - Flint Group

*A company or person who personify collaboration by extending their hearts, minds, dollars, and/or goods to further the mission of United Way in an invaluable and immeasurable way.*





## Heart of Our Community Award Blue Cross Blue Shield of North Dakota

United Way is honored to recognize the Most Engaged Workplace, Blue Cross Blue Shield of North Dakota (BCBSND), with the Heart of Our Community Award. This award honors a company whose corporate culture embodies what it means to LIVE UNITED through their commitment to taking action to positively change our community. The company recognized has volunteerism woven throughout everything they do as a company. The heart of our community lies within the people and leaders at BCBSND who step forward to get involved in the community where they do business.

BCBSND encourages their employees to take on volunteer leadership roles, get involved, participate in hands-on volunteer events, and give back to the community we all call home with United Way. Their outstanding display of volunteerism and volunteer hours given by their employees fuel United Way's Bold Goals and put opportunity in the hands of our neighbors to lift families out of poverty.

Supporting the community is front and center in the culture at BCBSND. They believe health and well-being are the building blocks of thriving individuals and communities. They strive to provide meaningful support to our community by collaborating on shared outcomes, creating lasting change, and investing in innovative ideas that improve communities. We are honored to partner with BCBSND to build a foundation for the health and well-being of our community.

We are proud to recognize BCBSND with the Heart of Our Community Award!

BCBSND continues to increase employee engagement and participation in their United Way campaign. Over 340 employees made an investment in United Way during their campaign with over 80 serving as Leaders in Giving.

They hosted their Annual Eat UNITED Food Truck Feed event where hundreds of community members came together to support United Way and enjoyed a tasty lunch.

Through a friendly competition with their sister company, BCBSND and Noridian hosted their annual Battle for the North fundraising competition. Together they made a huge impact in the community raising over \$144,000 for our community!





# Corporate Engagement

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. We heard from many companies how their United Way campaigns successfully bolstered the morale of their employees because of the fun, virtual events they were able to host even though the workforce was remote. When companies create 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 companies. Our team is dedicated to inspire others with creativity while working to provide meaningful volunteer experiences.

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*United Way events give employees a chance to connect with one another and be engaged with their community, and those are all factors as to how employees feel about their work and their workplace.*

Chris Barta  
Senior Director of Operations at Marvin



963 volunteers hosted through Corporate Engagement

## Literacy Kits

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. With the help of volunteers, hundreds of literacy kits were created and distributed to local children in Cass and Clay counties.

## Senior Commodity Box & Care Card Deliveries

In collaboration with CAPLP (Lakes & Prairies Community Action Partnership), 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, making this something they looked forward to.

## Tie Blankets

New this year, we asked the community to help provide fleece tie blankets so that Home for Good Baskets provided to families can also include a warm, cheerful, and colorful blanket for kids to have as they settle into their new home. This was a wonderful option for coworkers to volunteer together, involve their kids, and have fun in the process, even if they were working remotely.



Over 500 blankets donated to Home for Good



# Programs

## 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.

### Emerging Leaders Committee

Chair: Kelly Edwards, First International Bank & Trust  
Co-Chair: Aimee Stone, Noridian Healthcare Solutions  
Jen Christianson, Blue Cross Blue Shield of North Dakota  
Alexa Ducioame, Moore Engineering  
Kendra Goette, Bell Bank  
Haley Hermanson, Cornerstone Bank  
Karissa Hofer, WEX  
Kristin Jones  
Bret Kinzler, Alerus  
Paige Larson, Eide Bailly LLP  
Darin Loven, WEX  
Jon Reznecheck, SCHEELS  
Sydney Wurzer, SCHEELS



**966**  
MEMBERS

**\$795,113** DOLLARS  
INVESTED

**18**  
EVENTS

**116** COMPANIES  
REPRESENTED



## 35 Under 35 Women's Leadership Program

This program's goal is to inspire local women from all backgrounds to make a difference, help them realize their leadership skills and energize their collective power as women in our community. The program includes sessions, led by local leaders, covering topics such as goal-setting, communication, public speaking, conflict management, and more. Each year, alumnae volunteers aspire to select a group of dynamic and diverse women to experience the leadership program. Since 2009, 420 women have participated in the program.

### Mission

- Strengthens leadership skills and confidence of female leaders
- Enhances the impact of women across our workplaces, homes, and community
- Inspires collaboration and unity

“

*I believe the skills and knowledge learned in United Way's 35 Under 35 program will impact every child in my school district.*

*Richland #44 has a strong history of being an excellent school district, but my experience in this program will bring more opportunities to my students and identify resources for all children throughout our schools.*

Britney Gandhi  
Richland #44 School District  
2021 participant





# *Thank You.*

We are so thankful to live in a community with such giving and caring neighbors. Generosity is what makes our work to lift families out of poverty possible.

We could not do it without you.





