



**UNITED WAY**  
of Cass-Clay

## 2024 ANNUAL REPORT

**United is the way**  
we *inspire* and *activate*  
our community.



# United is the way We achieve our Bold Goals.

At United Way, our expertise is cultivating solutions to end poverty. By connecting experts and data, we invest in programs and innovative solutions best positioned to lift families out of poverty. Because every family deserves the opportunity to thrive.

We know poverty isn't just one thing. In our community, families struggle with hunger, housing, childcare, family-sustaining jobs, and more - all at the same time. To address these challenges, we focus on these Bold Goals.



## United to End Homelessness

In December 2024, United Way and the FM Coalition to End Homelessness took an active leadership role to mobilize our local partners who have the expertise, passion, and proven strategies to prevent and end homelessness.



## BOLD GOAL 1

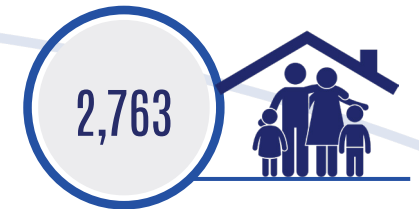
### Preventing Hunger & Homelessness

We believe every family deserves a place to call home and nutritious food to keep them healthy.

We collaborate with local experts to address the root causes of homelessness and hunger, striving to prevent families and children from facing these hardships. Additionally, we invest in shelters and food pantries, ensuring comprehensive support for families as they work toward breaking the cycle of poverty.



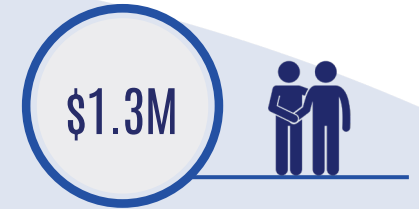
families received food  
(over 3.8M pounds)



individuals prevented from homelessness  
(of which 85% maintained housing)



children screened for hunger  
at a health care visit



saved through the Housing Navigation Program  
(7-year cost savings of \$4,250,179)

## Our Verified Impact Partners

We fund 48 programs through our United Way Verified Impact Partners. These partners are carefully selected with the help of over 70 local volunteers on our Community Impact Review Panel to ensure your donations go further.

We are thankful for our Verified Impact Partners and the work they do to create a community where everyone can thrive.

## BOLD GOAL 2 Preparing Children to Succeed

We believe kids deserve the opportunity to reach their full potential.

We know that children who receive high-quality, early childhood education and start kindergarten prepared – are more likely to succeed in school and graduate. This critical milestone sets the foundation for a future filled with opportunities and choices as kids grow into adulthood.



children enrolled in high-quality, early childhood education



students connected to a positive adult mentor building healthy social connections



of children entered kindergarten socially, emotionally, and academically ready

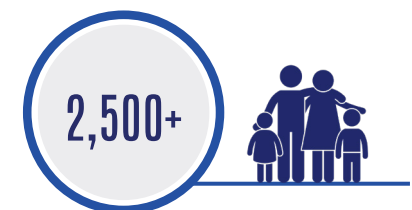
## BOLD GOAL 3 Strengthening Families

We believe every family deserves the opportunity to thrive.

Breaking the cycle of poverty is not easy. By improving the health, well-being, and stability of families we help provide the foundation to strengthen and stabilize families creating generational change.



individuals secured employment



families accessed supportive services and reported a 80.7% increase in well-being



individuals improved their employability by gaining new credentials, certificates, or degrees

Afro American Development Association (AADA)  
Boys & Girls Clubs of the Red River Valley  
CAPLP (Lakes & Prairies Community Action Partnership, Inc.)  
Churches United  
ESHARA  
Fargo Public Schools  
FirstLink  
FM Coalition to End Homelessness  
Folkways  
Friends of the Children

Great Plains Food Bank  
Immigrant Development Center (IDC)  
Jasmin Childcare  
Jeremiah Program  
Legal Services of North Dakota  
Legal Services of Northwest Minnesota  
Moorhead Area Public Schools  
Nexus PATH Family Healing  
Presentation Partners in Housing  
Rape & Abuse Crisis Center

Red River Children's Advocacy Center  
Rural Enrichment & Counseling Headquarters (REACH)  
SENDCAA (Southeastern North Dakota Community Action Agency)  
The Village Family Service Center  
Vocational Training Center  
West Fargo Public Schools  
YMCA of the Northern Sky  
Youthworks  
UMOJA  
YWCA Cass Clay

# Leadership

Our United Way is led by passionate, purpose driven individuals who dedicate each day to empowering and mobilizing our community for a brighter future.

## Meet Us



United Way Team



Board of Trustees



## Board of Trustees

These incredible community leaders, business executives, and influencers generously volunteer their time and expertise to shape key decisions, ensure financial stewardship, and champion our mission.

Ashton Hansen, Curtis Food Recruiters; Kelly Dawson, Mike Arntson, Cardinal IG; Julie Whitney, Bremer Bank; Stacie Heiden, Blue Cross Blue Shield of North Dakota; Kimberly Busch, Blue Cross Blue Shield of North Dakota; Chad Flanagan, Eide Bailly LLP; Sarah West, Light Consulting; Eric Christianson, Enclave; Tiffany Lawrence, Sanford Health

Not Pictured: Randy Gerhold, Bushel; Lynn Johnson, Bell Bank; Laetitia Mizero Hellerud, Jeremiah Program

# Building the Future

## A Message From Our Leaders

Dear Friends,

As we reflect on another incredible year of service and growth at United Way of Cass-Clay, we are filled with gratitude for the unwavering support of our community. This year has been one of true collaboration and progress. Together, we've made strides in our Bold Goals of reducing hunger, preventing homelessness, supporting our children, and strengthening families.

United Way is more than an organization - it is a movement powered by people who believe in creating a stronger, more resilient community - where we all can thrive. With the collaboration from our Verified Impact Partners and your support, we are not just addressing immediate needs - we are creating pathways to opportunity, breaking cycles of poverty, and moving towards our vision where every individual and family in Cass and Clay counties has the tools they need to thrive.

We are particularly proud of the progress we've made in addressing homelessness. In December of 2024, United Way, in partnership with the FM Coalition to End Homelessness, formally took an active leadership role and created the United to End Homelessness initiative - a project focused on making homelessness rare, brief, and one-time. Realizing this commitment will not only mean life-changing services for our neighbors in need but will also put us on the map as the first community across state lines to achieve this important goal.

We're excited to share with you through this report the meaningful strides we've taken toward ending poverty and supporting those in need in 2024.

Thank you for uniting with us. The future is bright because of you. United is the way we continue to make meaningful impact in the year ahead.

With gratitude and optimism,

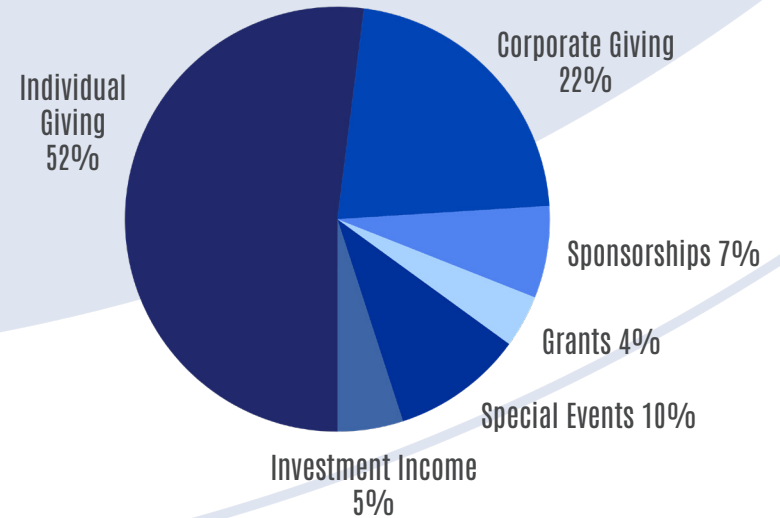
Mike Arntson  
2024 Board of Trustees Chair

Karla Isley  
President & CEO

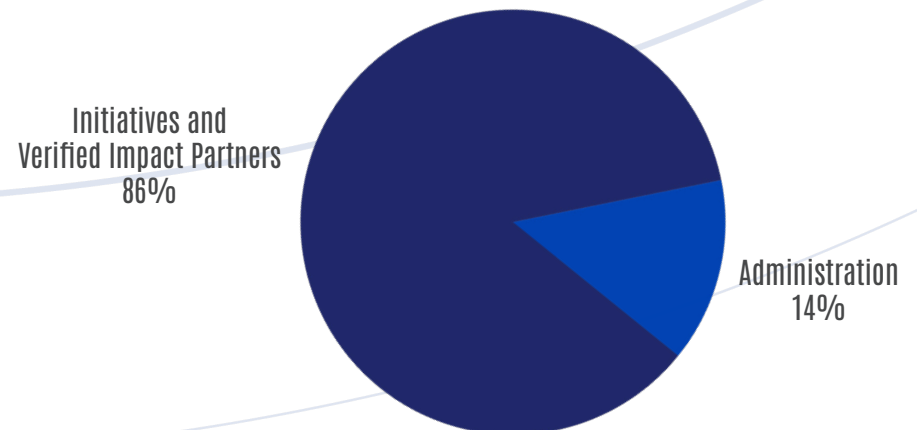
# Financial Highlights

At United Way, we are dedicated to responsibly managing every dollar entrusted to us. By keeping administrative costs low and optimizing program efficiency, we ensure every cent possible is invested to create meaningful change in our community.

## Community Support



## Community Investments



# United is the way we change our community.

Change happens when we unite. Every donor, partner, and volunteer is vital to driving our mission forward. When people give back in ways that resonate with them, they become a part of United Way.

## Donors



Financial contributions are a powerful way to create lasting impact. Some donors prefer to give annually, some give to a specific project like the School Supply Drive, while others choose to contribute with each paycheck. No matter the amount, every dollar makes a difference.

Tocqueville is a place where passionate individuals become more deeply involved in our strategic goals to help our neighbors most in need by investing \$10,000 or more annually – and truly leave a Legacy UNITED.



## Volunteers



The time, talent, and energy shared with us by people like you make our programs, projects, and events a reality. Whether you helped spruce up a preschool or homeless shelter on Day of Action or shared your voice on a committee, we couldn't do this important work without you.

A heartfelt thank you to these incredible individuals for their dedicated service as volunteers on our committees.

## Events



We love to create opportunities to unite our friends and advocates! In 2024, we hosted more than 30 events, including Lead UNITED and the 35 Under 35 Women's Leadership Program. These events rallied our community, giving people like you the opportunity to learn about our work to lift families out of poverty, enhance their leadership skills, and connect with like-minded individuals who share our values.

There are countless ways to get involved with United Way. Visit our website to discover how you can make a difference or explore upcoming events.



## *35 Under 35 Women's Leadership Program celebrates 15-year milestone*

Since the 35 Under 35 Women's Leadership Program launched in 2009, 525 women have experienced the program, with a goal of amplifying the voices of young women leaders and providing them with the resources and support to drive lasting change within their workplaces, homes, and community.

## Top 25 Engaged

1. Sanford Health
2. Red River Commodities, Inc.
3. Blue Cross Blue Shield of North Dakota
4. First International Bank & Trust
5. Choice Bank
6. Cardinal IG
7. Eide Bailly LLP
8. American Crystal Sugar Company
9. Noridian Healthcare Solutions
10. Light Consulting
11. Marsh McLennan Agency
12. Cornerstone Bank
13. Goldmark Property Management & Sterling Management
14. Fargo Center for Dermatology
15. American Federal Bank
16. Western State Bank
17. Marvin
18. Cash Wise
19. Caterpillar Reman Drivetrain
20. John Deere
21. West Acres Development
22. Hornbacher's
23. Roers
24. Fargo Park District
25. Fargo Glass & Paint

## Top 50 Generous

1. Blue Cross Blue Shield of North Dakota
2. Eide Bailly LLP
3. American Crystal Sugar Company
4. SCHEELS
5. Bell Bank
6. Sanford Health
7. John Deere
8. Marvin
9. Hornbacher's
10. Sammons Financial Group
11. Caterpillar Reman Drivetrain
12. Cardinal IG
13. Marsh McLennan Agency
14. Microsoft
15. North Dakota State University
16. AgCountry Farm Credit Services
17. U.S. Bank
18. Red River Commodities, Inc.
19. Titan Machinery Inc.
20. Border States
21. MasTec Renewables
22. First International Bank & Trust
23. Enclave
24. Choice Bank
25. Cornerstone Bank
26. Light Consulting
27. Valley Imports
28. Alerus
29. Nodak Insurance Company
30. General Equipment & Supplies
31. Butler Machinery Company
32. WEX
33. Essentia Health
34. Corwin Automotive Group
35. Doosan Bobcat
36. West Acres Development
37. Vogel Law Firm
38. Bremer Bank
39. Western Products, Inc.
40. Western State Bank
41. Forum Communications
42. Cash Wise Foods
43. United Sugar Producers and Refiners Cooperative
44. Fargo Glass and Paint Co.
45. DFC Company
46. Lakes & Prairies Community Action (CAPLP)
47. Saving Smiles Dentistry
48. Kilbourne Group LLC
49. Fargo Public Schools
50. PARK CO., REALTORS®

## Companies

Over 300 of our region's most generous companies collaborate with us to drive meaningful change. By providing financial support, encouraging volunteer opportunities, and creating initiatives that engage their teams in giving back, these companies not only enhance their culture and boost employee morale, but also attract the next generation of employees who are passionate about making a positive impact.

This spring we honored the best and brightest companies and individuals who united, going above and beyond for our community. Congratulations to these individuals and businesses!

## 2024 United Way Award Winners

### Change Maker Award

Liz Gronbeck, MasTec Renewables

### Heart of Our Community Award

Sanford Health

### Humble Hero Award

Corwin Automotive Group

### Magnetic Marvel Award

Caterpillar Reman Drivetrain

### MVP (Most Valuable Person) Award

Sanford Health United Way Ambassadors

### Power of Partnership Award

FM Coalition to End Homelessness

### Rising Star Award

Valley Imports

### Philly GOAT (\*Most\* Generous of All Time) Award

Blue Cross Blue Shield of North Dakota

# United is the way companies improve our community.

## LIVE UNITED Partners

ALERUS

**Bell**  **Bank**  
Family and Employee Owned

 **BORDER STATES**

**CARDINAL IG**   
Fargo, ND

  
CHEF'S TABLE  
catering

  
EideBailly  
CPAs & BUSINESS ADVISORS

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live first®

  
Light CONSULTING

  
MasTec  
Clean Energy & Infrastructure

 Microsoft

 MIDCO®

OFFICE SIGN  
COMPANY

  
Red River  
COMMODITIES

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HEALTH

**SCHEELS**<sup>®</sup>  
EMPLOYEE OWNED

**WEST ACRES**

## Presenting Sponsors

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 **Bobcat**

  
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**VOGEL**  
Law Firm

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 Essentia Health

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Training

**SANFORD**<sup>™</sup>  
HEALTH

## Executive Kickoff Event Platinum Sponsors

  
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BANKING • INSURANCE • MORTGAGE • TRUST

 **ENCLAVE**  **Xcel Energy**

## Community Celebration & Annual Meeting Platinum Sponsor

 **ENCLAVE**

In 2024, our logo and brand were refreshed – signifying a revived commitment to be relentless in cultivating solutions to end poverty by making every dollar you invest go further. Thank you Brand Booster Sponsors:

  
indigo  
SIGNS

 SirSpeedy  
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