

It's the *easy* way to do good.



United Way!

- Funds 80 programs through 39 agencies in the Sioux Empire
- Fights for Children, Vulnerable Adults, and People in Crisis
- Serves 1 in 3 individuals
- Funds stay local
- 90 cents of every dollar goes directly to programs
- Operates with just 9 paid staff and hundreds of volunteers
- Serves 33 communities in our 4 county area

2023 Campaign Videos

www.seuw.org/video



Sioux Empire United Way
www.seuw.org

*How do we decide what
programs get funding?*

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2023 Funding Decisions

- Two-year funding cycle
- Approximately 60 volunteers
- 1000+ hours
- 39 agencies, 80 programs

Community Impact Timeline

December – January: Applications Available

February: Volunteer Preparations

March-April: Review Process

May: Goal is Set!

Funding Considerations

- Need: How important is the service to the community?
- Outcomes: How effective is the service?
- Stage of development: Is the need increasing or decreasing?
- Financing pattern
- Management – overall effectiveness and efficiencies of the program.

Reasons for Funding Increases

- New program - didn't receive funding in 2022
- Increasing community need
- Expanding programming – serving more individuals
- Showing strong outcomes

Reasons for Funding Decreases

- Self-sufficient – strong reserves
- Program/organization stronger financially
- Lack of community need
- Not showing strong outcomes
- Concerns with overall efficiencies
- Lack of clarity with financial information



Friendships that break Barriers.
Fun that's off the Charts!



Sioux Empire United Way



2023 Funded Partners 39 Agencies, 80 Programs,

2023 Campaign Goal:

\$9,601,778

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Your Donation at Work in 2023

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Children

- *734 children attend quality childcare programs through three different program options*
- *1,005 youth participate in seven different out-of-school care options.*



Vulnerable Adults

- *191 older adults are connected to the community through outreach support, volunteer social opportunities, and career resources within three programs.*
- *313 caregivers utilize care during the day for their loved ones, support groups, and additional resources through three programs.*



People in Crisis

- *621 families and individuals utilize transitional housing or support to attain or maintain stable housing through three programs.*
- *3,022 individuals have access to mental health care and support through five programs.*



Heart Club

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What is Heart Club?

- The Heart Club is the leadership giving program of Sioux Empire United Way. Any individual/couple who gives \$500 or more (about \$10/week) is considered a Heart Club member

Rising Heart

- Rising Heart is Sioux Empire United Way's introductory level to Heart Club.
- Givers make a minimum pledge of \$250 (or \$5/week) with a plan to increase their pledge over five years to \$500 (or \$10/week).

Heart Club

- Started with 124 members in 1984 – 4.4% of the campaign

2022 Campaign:

- 6,414 individuals
 - Includes 926 individuals who pledged at the Rising Heart level
- Contributed \$5,359,249
- 53% of Campaign Total

\$100 provides...

- *3 professional mental-health counseling sessions to students directly at their school **or***
- *3 month long bus pass for job-seekers, which allows them to find employment and start on the path to self-sufficiency and stable housing **or***
- *1 month of warm, nutritious meals delivered to a home bound older adult, enabling them to stay in their own home **or***
- *3 test and book fees for GED students, helping them gain their GEDS and be qualified for better employment opportunities **or***
- *20 children who have a parent in prison with a birthday party, including cake, ice cream, and gifts **or***
- *7 restorative therapy sessions for older adults with dementia. The therapy restores and maintains their physical functioning **or***
- *50 books in the hands of children which will increase their kindergarten readiness and give teachers a solid base to build upon their reading instruction*

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THANK YOU!!!