

ANNUAL REPORT 2023



FISCAL YEAR
2022/2023

UNITED WAY OF WASHINGTON COUNTY-EAST

A letter from our leaders

Dear Donors & Partners,

We would like to extend our heartfelt gratitude for your unwavering support of United Way of Washington County-East. Your involvement is essential to our role as a vital community resource. Thanks to your generosity, in 2023, we proudly allocated over \$460,000 to 16 nonprofit organizations, funding 30 essential programs for Washington County residents. This incredible effort was guided by 37 dedicated local volunteers who focused on Youth, Health, Basic Needs, and Self-Sufficiency.

Our vibrant community, dynamic leadership, and dedicated board members are all committed to helping United Way of Washington County-East flourish. Together, we are continuing our legacy of fostering a caring community where every individual has a stable foundation and hope for a brighter future.

Although fundraising continued to be challenging, we found success in several events. Our FISH United fishing tournament on the St. Croix River nearly doubled its revenue, raising over \$14,000.

Additionally, our signature fundraising event, United by the Vine, raised an astounding \$107,000. These successes, made possible by the collaborative efforts of United Way staff and volunteers, highlight the incredible generosity and spirit of our community.

Throughout the year we remained focused on initiatives such as Youth United, Women United, and United Way Week. We also embraced a greater role in the Stuff the Bus program through our partnership with Community Thread. As we approach our 75th anniversary, we are thrilled about the growth potential for these programs and the expansion of our donor base to serve even more individuals and families throughout our community.

Looking ahead, and as outlined in our strategic plan, United Way of Washington County-East will focus on fund development, organizational growth, unique programs, and diversity, equity, and inclusion.

As such, we are committed to nurturing and growing donor relationships while continually seeking new funding pathways. We will attract and develop skilled, mission-focused staff and an engaged board to enhance community engagement and visibility, and our unique programs will address high-priority unmet needs. DEI principles will be integral to our mission, guiding all discussions and decisions, and positioning UWWCE as a leader in promoting inclusive practices.

Through these strategic efforts, we will strengthen our role as a trusted partner, continuing a legacy of nearly 75 years. Thank you for your trust and commitment to your local United Way.



Kristin Kroll

Executive Director



Annette Sallman

Board President

About UWWCE

MISSION

Through trusted relationships, generate resources and effectively distribute funds to unite and strengthen our community.

VISION

Create new ways to develop an empathetic and engaged community and generate abundant resources to meet or exceed our local community needs.

DIVERSITY, EQUITY AND INCLUSION STATEMENT

We are dedicated to fostering diversity, equity and inclusion in all we do. We strive for a vibrant and equitable community.

VALUES

We are committed to:

- Compassion
- Transparency
- Efficiency
- Integrity
- Collaboration and openness to input
- Inclusiveness and Non-Discrimination

Community Impact

We are committed to being an organization that is driven by vision, mission, values, and strategy. We are dedicated to strengthening and measuring the needs of our community through funds raised and granted.

In 2022 we funded 16 agencies supporting 31 local programs.

The United Way of Washington County-East fulfills its mission by working collaboratively in four impact areas:

- **Youth:** Ensure that our children and youth can thrive, today and in the future.
- **Health:** Improve health and independence, especially for those who are elderly, have disabilities, and/or who struggle with mental or physical illness.
- **Basic Needs:** Provide basic needs and financial stability, especially in these unpredictable economic times.
- **Self-Sufficiency:** Support self-sufficiency and connect people to the services they need.

YOUTH
\$100,000

HEALTH
\$115,000

BASIC NEEDS
\$140,000

SELF-SUFFICIENCY
\$105,000

Partner Agencies

- Canvas Health
- Community Thread
- Courage Kenny Center (Stillwater)
- Evolve
- Family Means
- Hope Dental
- Lakeview Foundation
- Portico Healthnet
- St. Andrews Comm Resource Center
- Serve MN
- Solid Ground
- Southern MN Regional Legal Service
- Tubman
- Valley Friendship Club
- Valley Outreach
- Youth Service Bureau

Our Staff



JENNIFER KMECIK
Executive Director

LOIS CONN
Operations & Office Manager

Lauren Sobolewski
Development & Communications Manager

Kelly Stenerson
Development & Community Engagement Manager

Our Board Officers

KIRSTEN CASTILLO
President

DAN STARRY
Past-President

TIMOTHY BALL
Treasurer

ANNETTE SALLMAN
Secretary

Our Board Members

SANDI ANDREWS
Andersen Corporation

CARRIE HIGGS
Cub

AARON SIEGLE
First Resource Bank

DAVID BRUMMEL
Washington County

RAMSEY JAMES
Xcel Energy

JEN SLETTEN
Wellnessgal Nutrition

JOSEPH CARPENTIER
Oakdale Fire Department

CHRISTOPHER JOHNSON
Elevance Health

TERRY THOMAS
Washington County Community
Corrections

DIANA M. EITZMAN, PH.D
3M

JIM KROENING
FamilyMeans

TED WEGLEITNER
Community Member

KATHY ELLIOTT
Community Member

BILL MILLER
Drake Bank

TRACEY WEIDNER
Community Member

PETE FLOCK
Andersen Corporation

LORI MUELLER
Park Industries

MICHAEL WILHELMI
Xcel Energy

Tocqueville Donors

***DONATIONS OF \$10,000+**

8 Total Donors
\$106,000+ Raised

Pillar Members

***DONATIONS OF \$1,000+**

106 Total Members
\$223,000+ Raised

Corporate Partners

3M
AI's Automatic Transmission
Andersen Corporation Inc.
Andersen Window & Doors
Anne Anderson - Real Estate Group, eXp Realty
Bio-Techne
Blue Cross Blue Shield Minnesota
BMO Harris Bank
Bremer Bank
Budget Blinds of Lake Elmo/Stillwater
Candyland
Canvas Health
Caterpillar
Change Starts With Me
CNG
Coldwell Banker
Corval Group
Cub
Cummins Power Generation
Datastream Connexion
DMC- Urethane, Inc
Drs. Dan and Jen Sletten

Eckberg Lammers
Elevance Health
Exact Sciences Corporation
First Resource Bank
First State Bank and Trust
Forward Accounting
Hall Family Foundation
HealthPartners, Inc.
Home to Sweet Home
Jack and Kathy Elliott
Johnson Controls
Lake Elmo Bank
Lakeview Foundation
Lakeview Health
Lon Musolf
Lorenz Concrete
Lumberjack
Mad Capper Saloon & Eatery
Michael J. Junker, DDS
Nationwide Insurance
Performance Pools
Polaris

Porsche Minneapolis
Principal Financial Group
Raymond James
Stillwater Noon Rotary
Stillwater Sunrise Rotary
Royal Credit Union
Ryan Companies
Securian Financial Group
SRI
St. Croix Valley Foundation
Stone Arch Advisory Group
Stonehouse Pictures/Film
Target Headquarters
Therapy Brands
Thomas Grace Construction
Tilted Tiki
Tracey Weidner
United Health Group
Valley Bookseller
Water Gremlin
Xcel Energy

Total Number of Donors | 562

Affinity Groups

Women United

Women United is a global, growing force of **70,000+** women dedicated to creating a world of opportunity – **for everyone**. Women United of Washington County-East is a group of passionate, community-minded women who wish to further our mission and join in a common cause to impact the community. Members direct all activities including fundraising and projects. Membership in Women United is open to women of all ages in our area and efforts are made to remove any potential barriers to participation such as varying meeting times, considering childcare needs, and transportation.

Women United has determined their focus for 2024-2025 to be in the area of mental health. For their first initiative, they are planning a one-day retreat on August 14 for girls and youth who identify as female, entering 6th grade. They are partnering with strong community nonprofits, leaders, and the Stillwater Area School District to make this event a success.

Together, we will create lasting change.



Find out more information at uwwce.org/you-r-you

Youth United

Established in 1994 UWWCE established Youth United with the goal to **cultivate the spirit of philanthropy in our youth, create the next generation of donors, and provide opportunities for youth to be involved in their home community**. Open to any interested student in grades 6 – 12 who reside in the Stillwater Area School District.

Youth United Way is youth-led, electing their own president (or co-presidents), with that individual participating in UWWCE board meetings, representing the group as a non-voting member.

The group holds their own fundraiser each year, with their largest and most substantial event the annual Empty Bowls to raise money for the local youth and hunger programs.

The Youth United Way program provides a unique and valuable experience in organizing, volunteering, time management, leadership, and philanthropy for a wide variety of teens.

2022 and 2023 Youth United Funded Programs:

- Valley Friendship Club: Hub Hangout
- Canvas Health: Abuse Response Services
- Tubman: Movement for Violence Prevention
- FamilyMeans: Youth Development

Affinity Groups

Diversity, Equity, and Inclusion Leadership & Collaboration

UWWCE is committed to leadership in Washington County in the areas of diversity, equity, and inclusion. The DEI committee of our board of directors is working towards a DEI Task Force, consisting of representatives from county nonprofits, business leaders, healthcare, and faith-based organizations. Together, we will formulate a plan for a DEI coalition aimed at spearheading substantive dialogues on DEI within our community. Furthermore, our board, staff, and volunteers are steadfast in their commitment to continuous training on these vital matters.

Kay Clint Fund

The Kay Clint Fund for Emerging Needs, in 1989 this program was renamed to honor the United Way's Executive Director, Kay Clint, who served our community from 1974 to 1988. It provides outreach support to the community, and provides a more immediate source of funding for emerging needs. The Fund makes grants to support new and innovative programs that address unmet or emerging community needs. A group of volunteers lead the grants process including reviewing grant applications and making recommendations for awards. These grants are reviewed and approved by the group of Kay Clint volunteers.

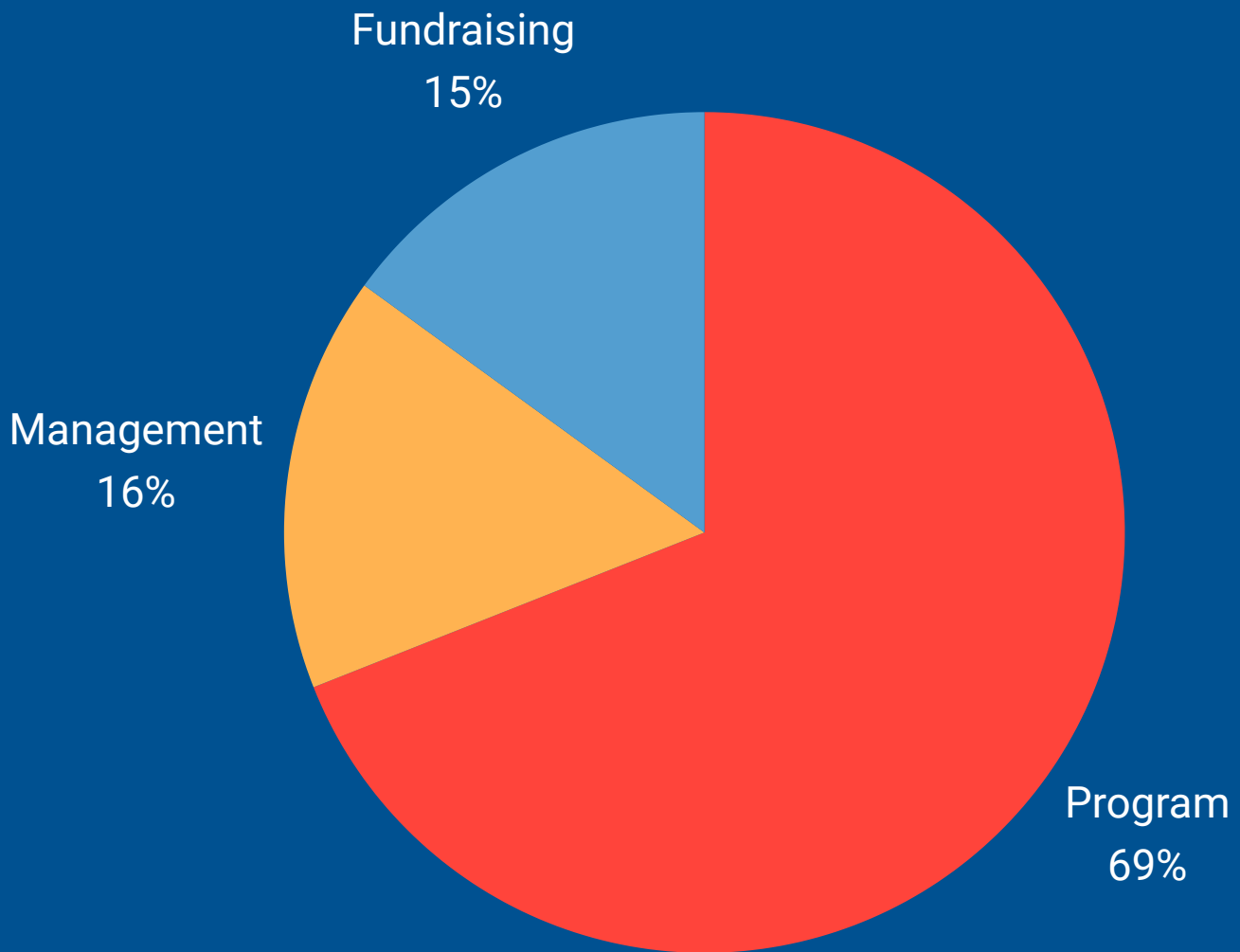
2022 Kay Clint Funded Programs:

- Limitless Cycling: startup funding to assist with the purchase of a bicycle transport trailer
- Bridge for Books: startup funding for a program to provide free books to children in Washington County.

Financial Highlights

Our total expenses were \$586,325. We invested 69% of total expenses on program services, 16% on management, and 15% on fundraising.

2022/2023



For a complete overview of our financials, read our Fiscal Year 2022/2023 Audited Financial Report at uwwce.org/annual-reports.

Annual Report 2023

“

As we approach our 75th Anniversary, we are thrilled about the growth potential for these programs and the expansion of our donor base to serve even more individuals and families throughout our community.

– Kristin Kroll & Annette Sallman

Executive Director

Board President



FISH United 2023

United Way of
Washington County-East



Celebrating 75 years

📍 1825 Curve Crest Blvd
Stillwater, MN 55082

☎ 651-439-3838

🌐 www.uwwce.org