

Stronger Together



2020 ANNUAL REPORT

Stronger Together...

Over the past year, our community came together, identified areas of need, and collaborated to find solutions during some of our most challenging times. For more information, visit www.brookingsunitedway.org.



Food Insecurity



Bill & Mortgage Assistance



Youth Wellbeing

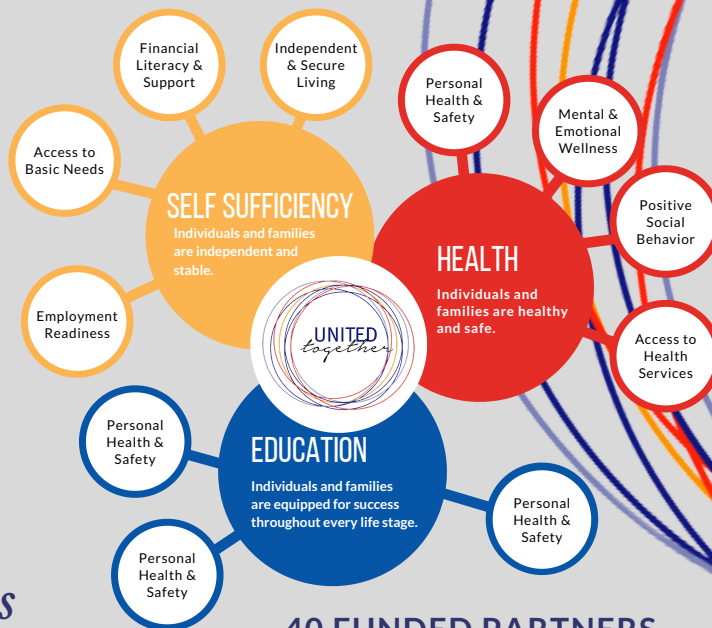


COVID-19 Marketing



New Mom & Baby Needs

5 TASKFORCES FORMED/JOINED IN 2020



Community Collaborations



Brookings COVID-19 Relief Fund



BCN
BROOKINGS COUNCIL OF NONPROFITS



40 FUNDED PARTNERS IN 2020

Find full list of partners online.



CHAMPION
(\$75,000+)

Daktronics
First Bank & Trust
Larson Manufacturing

COMPASSIONATE
(\$25,000 - \$74,999)

3M
Valero Renewables

CARING
(\$10,000 - \$24,999)

Brookings School District
Falcon Plastics
South Dakota State University

CONSIDERATE
(\$2,000 - \$9,999)

Advance
Brookings Health System
City of Brookings
Discovery Benefits

CHAMPION
(\$10,000+)

Capital Services
Harms Oil Company

COMPASSIONATE
(\$5,000 - \$9,999)

Banner Associates
Mills Property Management
Sanderson Gardens
United Parcel Service

CARING
(\$2,500 - \$4,999)

Avera Medical Group Brookings

Brookings Area Transit Authority

CONSIDERATE
(\$500 - \$2,499)

BankStar Financial
Best Choice Real Estate
Bowes Construction
Brookings Dental Clinic
Brookings Municipal Utilities
Burlage-Peterson Realty
City of Volga
Civil Design Inc.
Cubby's
Dacotah Bank
Dakota Mobile Hydraulics

East Central SD Board of Realtors
Farmer's Implement & Irrigation
Fite, Pierce & Ronning Law Office
Hawley Insurance Services
Industrial Machine & Engineering
Kinner & Company Ltd
Knutzen Family Dentistry
Kreyger Properties
Marco
Meadowlark Villa
Medary Acres Greenhouses
MetaBank
Meyer Orthodontics
Modern Woodman
Office Peeps
Rainbow Play Systems

Scooter's Coffee
Sioux Valley Energy
SDSU Foundation
Teen Challenge of the Dakotas
Wells Fargo
Willert Wellness & Chiropractic

IN KIND

Brookings Radio
Brookings Register
Town & Country Shopper

Thank you to the 100+ individuals who contributed \$500 or more

*Companies with 100+ employees. Includes employee donations & company matching donations.

A Year Like None Other, With a Community Like None Other

In 2020, Brookings County discovered what was important. We saw that people are important, families are important, kids are important, seniors are important. And the United Way network has worked tirelessly to continue to support what's important. In the face of a pandemic, an economic crisis, and the cancellation of our normal lives, our true spirit was revealed. Our generosity remained strong, and our commitment to each other never faltered.

Here, neighbors know neighbors, but we may never know the challenges that each other faces. Many Brookings residents have found themselves in situations they never thought would happen to them. United Way fights for a brighter tomorrow: for the health, education, and financial stability of our neighbors and friends. Together, we have made it through some of our darkest days to find that brighter tomorrow. Together, Brookings County is stronger.

Heidi Gullickson

Heidi Gullickson, Executive Director

Uniting people, sharing resources, inspiring hope, and enriching lives for a stronger Brookings County.

Board of Directors

PRESIDENT:

Jameson Berreth, City of Volga

PRESIDENT - ELECT:

Jennifer Olson, BankStar

SECRETARY:

David Chalmers, Community Member

TREASURER:

Kendra Jensen, First Bank & Trust

PAST PRESIDENT:

Anita Thomas, Best Choice Real Estate

Kyle Bender, Falcon Plastics

Sean Binker, Northwestern Mutual

Spencer Degen, Daktronics

Chief Dave Erickson, Brookings Police

Lewayne Erickson, Community Member

Patsy Hendricks, Brookings School System

Katrina Jenkins, Discovery Benefits

Ryan Johnson, Larson Manufacturing

Dr. Erin Krogman, Brookings Dental Clinic

Dan Svobodny, 3M

Kas Williams, SDSU

STAFF:

Heidi Gullickson, Executive Director

Brianna Doran, Director of Communications & Impact



United Way
2020 Membership
Requirements
Completed



Our Values: Appreciation & Acceptance of All • Compassion & Caring • Integrity • Advocacy • Responsive & Impactful • Volunteerism
United Way envisions a world where everyone can achieve their human potential through education, financial stability, and healthy lives.

In times of crisis, we responded...

Our world flipped last year and needs started stacking up in our community - from bill, rental, and mortgage assistance to food insecurity, new mother and baby needs, and the impact of quarantine on youth. In a matter of days, our network gathered together to formulate taskforces, create new community partnerships, and adapt entire programming to continue to meet the needs. From looking for additional funding sources, constant communication with each other, and bringing in national resources to assist, United Way and our partners not only kept our finger on the pulse of our changing community but removed barriers to continue to meet the rising needs.

Top 3 Needs

1

BILLS

2

FOOD

3

MENTAL
HEALTH

2 Responses

1

PARTNER
TASKFORCES

2

COVID-19
COMMUNITY
FUND

1 Community



BROOKINGS
COUNTY

As diligent stewards of your gifts, United Way is grateful for the support and collaboration of individuals, small businesses, and corporations who serve our community. With the generosity of our community, United Way was able to surpass our 2020 financial goal and make a greater impact in Brookings County through the work of our Partners, Internal Programs, and implementing two Born Learning Trails.

Gifts from the Community

Individuals
26.5%

In Kind
4.6%

Payroll Deduction
36.6%

Company Matching
32.3%

Education
25.8%

Health
34%

Financial Stability
40.2%

*Investments
in our
Community*

The Brookings Area United Way is a 501(c)(3) that empowers nonprofits, strengthens communities, and works to build a better quality of life. Through annual fundraising, trainings, and resources, United Way helps fund local nonprofits to fight for Brookings County. Full audited financial statements can be found at [guidestar.com](https://www.guidestar.com)