

# 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](http://www.brookingsunitedway.org).



Food Insecurity



Bill & Mortgage Assistance



Youth Wellbeing

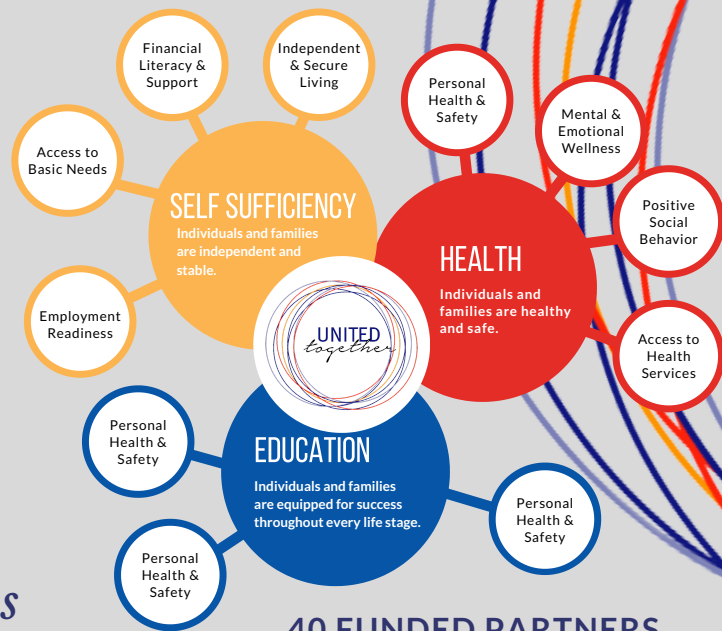


COVID-19 Marketing



New Mom & Baby Needs

5 TASKFORCES FORMED/JOINED IN 2020



### Community Collaborations

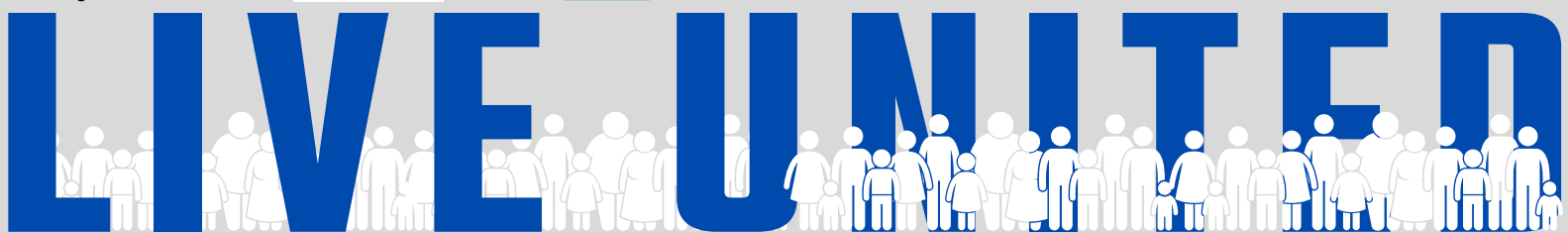


Brookings COVID-19 Relief Fund



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  
South Dakota State University 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 Leadership  
Award 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)