



2025 ANNUAL REPORT



605-692-4979



brookingsunitedway.org



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Brookings, SD 57006



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WHO WE ARE

The Brookings Area United Way advances the common good by strengthening Education, Health, and Self Sufficiency for every person in Brookings County. We identify critical needs and invest available resources in local nonprofits that provide innovative, effective solutions to community challenges.

More than a funder, United Way serves as a connector and facilitator—bringing organizations together, supporting collaboration, and helping partner agencies build capacity through funding, strategic support, marketing, and shared learning. Through this work, we elevate community conversations and promote long-term stability and well-being.

Donations to the Brookings Area United Way are distributed exclusively to Board-approved partner agencies whose work aligns with our pillars and advances the common good.



MISSION

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

VISION

A community where all children and families live in a safe and nurturing environment with the same opportunities for success.

VALUES

- Appreciation & Acceptance of All
- Compassion & Caring
- Integrity
- Advocacy
- Responsive & Impactful
- Volunteerism

A MESSAGE FROM THE EXECUTIVE DIRECTOR

As Executive Director of the Brookings Area United Way, it is my honor to reflect on a year defined by resilience, partnership, and meaningful impact.

In 2025, our community showed up for one another, for our neighbors, and for the future we all share. Because of the generosity of our donors, the dedication of our volunteers, and the commitment of our nonprofit partners, we were able to invest in programs that strengthen families, support early learners, improve mental health access, and respond to emerging needs across Brookings County.

This year was not just about dollars raised – it was about lives changed. It was about the single parent who found reliable transportation to work, the child who entered kindergarten ready to learn, the neighbor who reached out for help and found hope on the other end of the line. These moments are made possible because our community believes in working together.

At Brookings Area United Way, we remain focused on building a stronger, more connected community where everyone has the opportunity to thrive. We continue to listen, to adapt, and to lead collaboratively. We know that lasting change happens when we unite around shared goals.

To our donors, volunteers, corporate partners, board members, and nonprofit agencies: thank you. Your trust and partnership fuel this work every single day. Together, we are stronger. Together, we are building a future filled with opportunity, compassion, and hope.

With gratitude,



HEIDI GULLICKSON
EXECUTIVE DIRECTOR
BROOKINGS AREA UNITED WAY



Brookings Area
UNITED WAY

BAUW BOARD OF DIRECTORS:

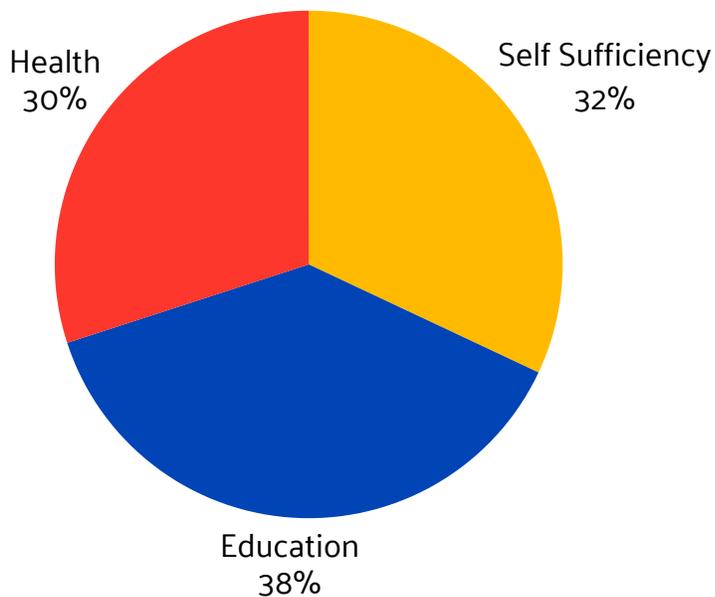
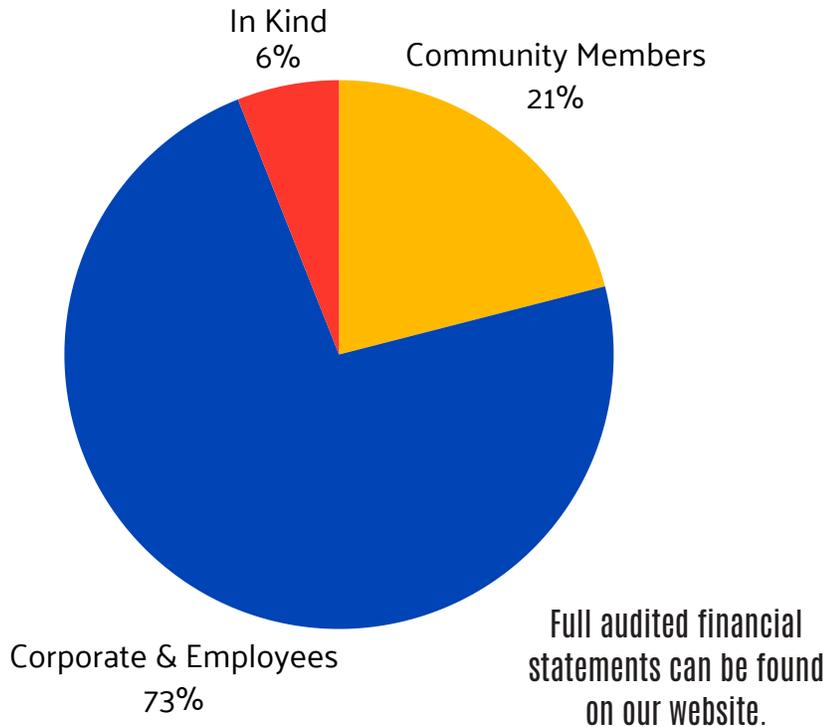
President - Dawn Munson, Falcon Plastics
President Elect - Karen Weber, Brookings Health System
Past President - Tevis Holzer, Banner Associates
Secretary - Laura Gerjets, Brookings School District
Treasurer - Brittany Kreul, First Bank & Trust

Ashley Biggar, Dakota Bank Center
Dave Biteler, Brookings Sheriff's Department
Arian Bunde, Children's Museum of South Dakota
Jim Burkhardt, Solventum
Michael Drake, City of Brookings Police Department

Paula Gapp, Daktronics
Stephanie Hale, Larson Manufacturing
Larry Janssen, Retired SDSU Professor
Mike Lockrem, South Dakota State University
Robert Roach, Valero Renewables

COMMUNITY SUPPORT & IMPACT

**Total Amount
Raised in
2025:
\$963,047
which was
raised from...**



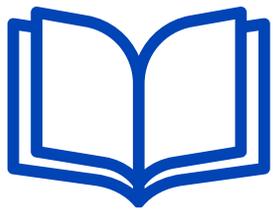
Brookings Area United Way envisions a world where everyone can achieve their human potential through Health, Education, & Self-Sufficiency. Programs impacted include...

2025

BY THE NUMBERS



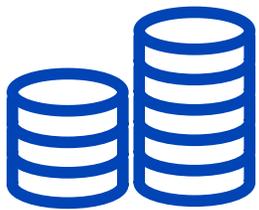
44+
Funded Partners &
Nonprofit Programs



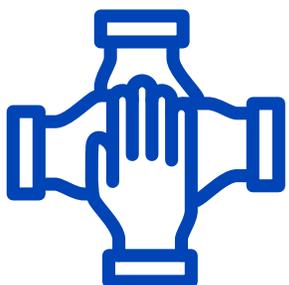
1,036
Kids who recieved DPIL
books each month



1 out of 3
People were impacted
in the community



\$73,999
Value of dental care
received by Delta
Dental Mobile Program



189.5
Volunteer hours





PILLAR OVERVIEW

Brookings Area United Way is committed to promoting school readiness and early childhood education by equipping individuals and families at every stage of life. Our education commitment puts low-income students and their families front and center. Working side-by-side with our partners, we prepare students for school, empower adults, and develop youth's character and academic success.

PROGRAMS & COLLABORATIONS



BORN LEARNING TRAILS

INTERNAL PROGRAM

The trails create free, evidence-based developmental learning experiences to increase school readiness for children within Brookings County.

DOLLY PARTON'S IMAGINATION LIBRARY

INTERNAL PROGRAM

Dolly Parton's Imagination Library provides one high-quality, age-appropriate book each month to children up to 5 years old in Brookings County. These books are delivered directly to their door at no-cost to the family.



BROOKINGS COUNTY MENTAL HEALTH COALITION

BAUW COMMUNITY LED COLLABORATION

The Brookings County Mental Health Coalition brings community partners together to promote mental wellness, raise awareness, and improve access to mental health resources for individuals and families in Brookings County.



PROGRAMS & COLLABORATIONS

RESILIENT COMMUNITY BROOKINGS COUNTY

BAUW COMMUNITY LED COLLABORATION

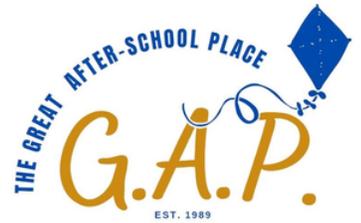
Brookings County is the first Resilient Community in South Dakota. The Center for the Prevention of Child Maltreatment and partner organizations created the Resilient Community framework to help address factors in communities that put children at risk for abuse and neglect.



TESTIMONIAL

When my child needed a safe place to go after school, I was constantly worried about balancing work and their well-being. Through United Way-supported after-school programs, my child had access to a structured, caring environment where they could learn, play, and even get homework help. The program provided consistency and supervision when I couldn't be there. It takes an enormous weight off my shoulders. That after-school care made a lasting difference for our whole family.

FUNDED PARTNERS



EARLY EDUCATION



QUICK FACT



4,400+ CHILDREN
received early education support





HEALTH



PILLAR OVERVIEW

The Brookings Area United Way works to improve health access and invest in programs that help children and adults be well and thrive. Health and nutrition are essential to academic success and financial stability, and United Way remains committed to advancing health and wellness for local families.

PROGRAMS & COLLABORATIONS



CPR REIMBURSEMENT INTERNAL PROGRAM

The CPR Reimbursement Program helps Brookings County nonprofit employees become CPR certified to boost community safety.

DELTA DENTAL INTERNAL PROGRAM

The Delta Dental Mobile Program provides free dental care to children and youth up to age 21 in Brookings County. The service is available for 2 weeks each year.



SINGLE CARE INTERNAL PROGRAM

Brookings Area United Way helps make prescriptions affordable with the free SingleCare card, usable at most Brookings County pharmacies with no registration or waiting.



PROGRAMS & COLLABORATIONS



VOLUNTEER UNITED INTERNAL PROGRAM

Volunteer United provides information and resources to nonprofits, businesses, and volunteers to better serve Brookings County.

BASIC NEEDS TASK FORCE BAUW COMMUNITY LED COLLABORATION

The Basic Needs Task Force, led by Brookings Area United Way, brings together community partners to improve access to essential resources and strengthen stability and well-being for Brookings County residents.



COMMUNITIES THAT CARE BAUW COMMUNITY LED COLLABORATION

Led by a Brookings community board, Communities That Care (CTC) uses data-driven, evidence-based strategies to promote positive youth development for Brookings middle and high school youth, supporting long-term healthy behaviors.

FUNDED PARTNERS



TESTIMONIAL

Before United Way, I didn't know where to turn. One unexpected expense pushed everything out of balance. United Way connected me to local resources, treated me with dignity, and helped me regain stability. They didn't just help in a crisis, they gave me hope and a path forward.



SELF-SUFFICIENCY



PILLAR OVERVIEW

The Brookings Area United Way supports self-sufficiency by investing in programs and partnerships that help individuals and families achieve stability and long-term independence. Through collaboration with local nonprofits and community partners, we work to ensure residents have access to essential needs such as food, housing support, transportation, and financial assistance.

PROGRAMS & COLLABORATIONS

SENIOR BOXES INTERNAL PROGRAM



Eligible seniors receive a pre-packaged box of non-perishable food items each month that is specifically designed to supplement nutrients typically lacking in their diets. Feeding South Dakota is partnered with the South Dakota Department of Education to administer the USDA's Commodity Supplemental Nutrition Program (CSFP). This institution is an equal opportunity provider.

RIDE UNITED BAUW COMMUNITY LED COLLABORATION

Ride United leverages the strength of Brookings Area United Ways network, and our partners to address the unmet transportation needs of individuals and families in Brookings County. We reduce travel barriers to essential jobs, services, and more.



FUNDED PARTNERS

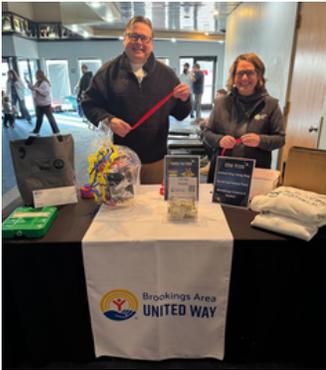


TESTIMONIAL

When I was struggling to make ends meet, it felt like one setback after another with no room to recover. Through United Way and their supported programs, I got some help to get my child to doctor appointments and myself to work. I relied on some food assistance, and I needed funds to keep my bills paid. Their short-term boost was what I needed to start getting back on track. I don't know what would have happened to us without that help.



2025 YEAR IN REVIEW





Brookings Area
UNITED WAY

**THANK YOU FOR
SUPPORTING
BROOKINGS AREA
UNITED WAY**