

what matters

United Way



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United Way 2005 Annual Report



WORKING TOGETHER MATTERS



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Annual Highlights!

What an exciting year! The Board of Directors developed an ambitious strategic business plan providing direction for this organization through the year 2007. We have a new partnership with the Brainerd Lakes Chamber of Commerce on a county wide needs assessment. The Imagination Library, our early childhood initiative, has been successful with over 1800 children receiving books directly to their homes. This program will have a lasting impact on later success in school and life.



We have received a great report from our auditors, Larson Allen, Inc., that we are fiscally sound and able to distribute donations to vital services and programs in our community that impact people's lives. Thank you for your trust and partnership, because together we can make a difference!

*Heidi Funk
Executive Director
United Way of Crow Wing County*



*Change for the Community
Elementary School Rally*



*BMC Employees Costumes for
United Way Fund Raising
Event*



*Gary's Painting helping out
during the Week of Caring.*

Pillar Corporate Giving

(Companies giving \$10,000 or more)

BISYS	Graphic Packaging
BL Broadcasting	LarsonAllen 1 st Yr.
Brainerd Medical Center 1 st Yr.	St. Joseph Medical Center
Brainerd School District #181	Target
Clow Stamping	Wal-Mart
Cuyuna Regional Medical Center	

Cornerstone Corporate Giving

(Companies giving \$5,000 to \$9,999)

3-M	Crow Wing Power
Anderson Brothers Construction Co.	CTC
Best Buy	Herberger's
Bremer Bank	Hunt Technologies
Burlington Northern	Lakeland Mold
Crow Wing County	Nor-son, Inc.

Community Builder Corporate Giving

(Companies that have increased their giving amount 20% from last year)

★3-M	★Kummet Larson Bluth & Co PA
BISYS	Nor-son, Inc.
★Brainerd Medical Center	Piper Jaffray
★Brainerd School District #181	★Denotes 2nd year in a row increasing giving 20%)
★CTC	
★Floor to Ceiling	

In-Kind Giving

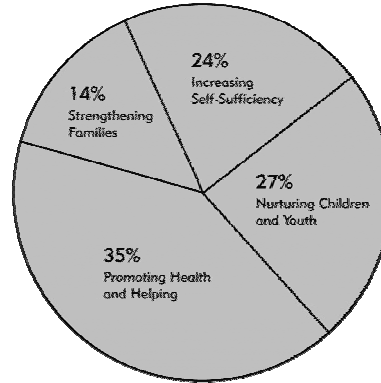
Adirondack	Lakes Printing
BL Broadcasting	Northwest Pizza & Bagel
Brainerd Floral	Pepsi Cola
Brainerd School District #181	Rafferty's
Carole Paulson Accounting	St Joseph Medical Center
Coca Cola	Valerie's Photography
Cold Stone Creamery	WJYY 106.7
Gizmo Creations	Westgate Mall
Lake Country Journal	Widseth Smith Nolting

United Way 2003-2004 Fiscal Summary

Thank you for giving to the United Way. Your dollars make a difference in our community.

2003-2004 Campaign Pledges	\$405,799
Anticipated Pledge Loss	30,669
Other Revenue	21,217

Your contribution is invested carefully and systematically in systems that work. The chart to the right shows how United Way invests your contributions.



Leadership Giving

- | | |
|-------------------------|-------------------------|
| William & Betty Andres | Paul & Sally Jacobsen |
| Lloyd & Ann Arhart | Jim & Mary Jetland |
| Mike & Pat Boen | Bradley & Elaine Kepp |
| Tim Bongs | Gary & Mattie Kurilla |
| Roger & Edie Brekken | Jeffrey Langie |
| Bill & Jane Brekken | Kevin & Donna Larson |
| John & Kristy Buck | Mr. & Mrs. Marx |
| James Christensen | Steve & Audrey Masimore |
| Richard & Mary Dietz | Chris & Emily Maxson |
| Mike & Cathy Engler | Alvin & Mary McQuinn |
| Marian Erickson | Larry & Sharon Miller |
| Steven & Patti Erickson | Mike & Kristen Moran |
| Lynda Everson | Patricia Niska |
| Jim & Heidi Funk | Brian Phillips |
| Dale Hadland | Genevieve Rudbeck Trust |
| Greg & Cindy James | Don & Marie Ryan |
| Randy & Sheree Hansen | Robert Tausell |
| Linda Hanson | Rebecca Thiesfeld |
| Ronald & Jean Halverson | John Ursu |
| Mr. & Mrs. Henkes | John Vessey |
| Brad & Kathy Hepp | Jerry & Terrie Walseth |
| Hoefl Family Foundation | Lance & Martha West |
| Paul & Sharon Huso | Diane White |



First annual leadership giving event.

Your United Way serves Crow Wing County & Southern Cass County. Our office is located at 424 NW 3rd, Brainerd, MN. If you have any questions please give us a call at (218) 829-2619. Our website, www.unitedwaynow.org lists the organizations that receive funding from the United Way. It also has ideas on how your company can have a successful fund drive.

What a pleasure it has been working with all of you this past year. Our transitions continued in our organization facility, the HOP program, the strategic planning sessions, leadership giving, and energizing people who will make an impact in our community. With a talented and dedicated group of people we have on the board, the experienced and new members all lead by example. The Crow Wing Area United Way will continue to be the leading community impact organization. Thank you all for the opportunity to be a part of an organization that cares and will make a difference in the community I live.

Randy Hansen



Campaign Chairs: Ken Thomas, Dan Goshey, Colin MacDonald and Billy Holiday

Many thank you's to United Way's 2004 Campaign Chairs: Ken Thomas, Billy Holiday, Dan Goughey, Colin Macdonald. The campaign would not have been as visible or successful without their support. From creating and starring in the United Way 2004 video, to sponsoring the Mylo Hazenbuhler concert, hosting DJ for the Day, to interviewing many of our elementary students during the Brainerd School District's 'Change for the Community' drive. They have not only been Champion supporters for United Way, but have helped make a positive difference in the caring power of our community.

2004-2005 Board of Directors



Back Row: Paul Gropper, Randy Hansen, Steve Lackner, Leo Miller, Mike Engler.
 Middle Row: Lynda Everson, Robin Loftis, Becky Thiesfeld, Patti Aanes
 Front Row: Suzanne Welch, Kari Stoxen, Jolene Jensen.