LETTER FROM THE CEO

When I started this job in February of 2019 I could not have imagined what a joy it would turn out to be to lead this organization. Everyday my team and I get to come to work to make our community a better place for all to live. Youth in our community should have every chance to grow up with a solid education, a good job, and live a financially stable life. This is the building block of a strong and healthy community. Our team is laser-focused on how we can help our community meet both immediate needs for ALICE families as well as work to ensure that community strategies are in place so that the term ‘ALICE’ no longer has to be a part of our vocabulary in the next generation.

The United Way of SE Idaho works in four key, strategic ways to drive our mission forward: 1) By investing in promising programs in our community that meet health, education, and financial stability needs; 2) By educating the community on the greatest needs and being ALICE’s greatest advocate to make sure our community is paying attention to those needs through good data and policy; 3) By serving as the backbone for our human services nonprofit sector and Oracle to Career efforts; and 4) By engaging and mobilizing volunteers and donors to help create a SE Idaho where everyone can thrive.

You are a big part of what it means to #LiveUnited. Thank you to the many donors, organizations, partners, volunteers, and corporate partners who make it possible to collectively create a community where everyone can thrive.

Sincerely,
Kevin Bailey
CEO, United Way of SE Idaho

WHO’S BEHIND THE UNITED WAY OF SOUTHEASTERN IDAHO?

STAFF

Executive Committee
John Banks President as of 2020 – City of Pocatello
Laura Smith Past President – Idaho Central Credit Union
JJ Murphy President-Elect (2021) – Intermountain Gas
Holly Nekam Treasurer – Citizens Community Bank
Kandi Rudd Secretary – Idaho Department of Labor
Lori Crane School District #25
David Doran Southeast Idaho Council of Governments
Jim Downes Battelle Energy Alliance/The Idaho National Lab
Roger Gibson Bayer
Kirby Shepherd JR Simplot

Board Members
Dana Dunstan Idaho State University
Tim Forhan 3rd Gear LLC
Jameson Johnson McDonalds
Tony Kahl KPVI Channel 6
Rainbow Maldano Target River Marketing
Aaron McCabe Idaho Central Credit Union
James Perry City of Pocatello Fire
Josh Stuart Farm Bureau Insurance of Idaho
Angela Treasure Portneuf Medical Center
Ellen Van Hees Retired (Farm Bureau Insurance of Idaho)
Tim Vedder Italu

THE UNITED WAY OF SOUTHEASTERN IDAHO BUILDS POWERFUL PARTNERSHIPS THAT IMPROVE OUTCOMES FOR CHILDREN, FAMILIES, AND INDIVIDUALS IN NEED.

LETTER FROM BOARD CHAIR MEMBER

Being part of the board for the United Way of Southeastern Idaho has opened my eyes to more of my community than people are able to see. Each year, I have watched the United Way support both nonprofits and the community by providing crucial services to those in need throughout all of SE Idaho. I have confidence in knowing that when you give to the United Way, they are able to readily identify the areas of greatest need, and make the most of the funds you give. The United Way provides crucial support to the communities they are in, and the impact is far-reaching.

The United Way has said that they build powerful partnerships that help improve outcomes for children, families, and individuals in need, and I have seen this be true over and over again. When a community is able to work together with the United Way, we move forward in a way that improves all of our futures.

Sincerely,
Laura Smith
Director of Public Relations, Idaho Central Credit Union

BOARD OF DIRECTORS

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Angela Treasure Portneuf Medical Center
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Tim Vedder Italu

The United Way of SE Idaho serves the 7 counties of SE Idaho: Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida, and Power Counties. All together, the region is home to about 170,000 residents. The United Way of SE Idaho is focused on ensuring that these 170,000 residents have the building blocks and services which lead to a healthy, financially stable life for their families.
A NOTE ABOUT COVID-19

At the time of publishing the United Way of SE Idaho is heavily engaged in the community’s COVID-19 Response Efforts. We are activating our powerful network and partnerships in the following ways as we work toward recovery as a region:

1. By leading the Community Support Branch of the SE Idaho Public Health District to help coordinate getting services to those most vulnerable and in need
2. By allocating emergency grants to nonprofit partners aligned with the greatest needs
3. By connecting and mobilizing volunteers through a partnership with JustServe.org

To learn more, go to unitedwaysei.org/covid-19

POWERFUL PARTNERSHIPS THAT CHANGE LIVES

GOAL

All children in Southeastern Idaho will enter school ready for kindergarten

15 ORGANIZATIONS COLLECTIVELY CHANGING THE ODDS FOR CHILDREN TO START SCHOOL READY

GOAL

Every student in SE Idaho will go on to obtain a postsecondary degree or credential leading to economic empowerment

16 ORGANIZATIONS COLLECTIVELY CHANGING THE ODDS FOR EDUCATION AND CAREER SUCCESS.
LEADING THE WAY TO BUILD PARTNERSHIPS THAT IMPROVE SE IDAHOAN’S ABILITY TO LIVE FINANCIALLY STABLE, HEALTHY LIVES

33 PROGRAMS FUNDED IN FY 2019–2020 | 52,490 SE IDAHOANS IMPACTED VIA UNITED WAY OF SE IDAHO | $253,368 PROGRAM GRANTS TO PARTNERS

Additionally, $151,182 in donor designated funds were raised and distributed to nonprofits.

United Way of SE Idaho partners reported that BECAUSE OF UNITED WAY OF SE IDAHO GRANT INVESTMENTS THEY WERE ABLE TO LEVERAGE AN ADDITIONAL $1.65 MILLION in additional grants through matching, making each United Way of SE Idaho investment worth 4 times as much!

IN COMING COMMUNITY INVESTMENT CYCLES, UNITED WAY OF SE IDAHO WILL BE ELEVATING THE CONVERSATION ABOUT HOW TO MAKE DATA DRIVEN INVESTMENT DECISIONS THAT TARGET GAPS IN OUR COMMUNITY RESOURCES.
POWERFUL PARTNERSHIPS THAT CHANGE LIVES

UNITED WAY OF SE IDAHO FUNDED PROGRAM PARTNERS

8TH ANNUAL CASA IN CAMAS COUNTY
Supports advocacy and safe nurturing homes for children in high-risk situations.

ADVOCACY AND SCHOOLS PROGRAM (FAMILY SERVICES ALLIANCE)
24-hour shelter and care for survivors of domestic violence

BABY STEPS PROGRAM (BANNOCK YOUTH FOUNDATION)
Parent education program for new and expecting parents.

BACKPACK PROGRAM (DRAKE FOOD BANK)
Provides weekend meals for low-income students.

BANNOCK HOUSE
24-hour emergency shelter for youth experiencing homelessness.

BANNOCK CROSS CENTER
Wraps around services (counseling, shelter, nutrition) for survivors of domestic violence.

CAMAS COUNTY SENIOR CENTER
Congregate and home delivery meals to seniors.

CAMPUS LEGAL AID
Free legal services for low-income clients.

NEW DAY PRODUCTS AND RESOURCES
Vocational training for adults with disabilities.

THE GIRL SCOUTS
K-12 leadership curriculum and camp.

GRAND TETON CROSS CENTER
After-school program for at-risk youth in School District #25.

OUR GATHERING PLACE
After-school program for high school students in School District #25.

BLACKFOOT COMPASSIONATE FRIENDS
Grief support.

SALVATION ARMY
Basic needs assistance: Food, transportation, utility, and lending assistance.

NORTHWEST FAMILIES & NEIGHBORHOOD NEIGHBORS PLAYGROUPS
Getting parents and children school-ready.

POCATELLO FREE CLINIC
Medical and dental care for the uninsured and low-income.

POCATELLO-IDAHO STATE UNIVERSITY (WISE)
Youth sports and physical activity.

UNITED WAY OF SE IDAHO SURVIVAL BUDGET

<table>
<thead>
<tr>
<th>ALICE SURVIVAL BUDGET</th>
<th>SINGLE ADULT</th>
<th>2 ADULTS</th>
<th>2 ADULTS 1 SENIOR-AGED CHILDREN</th>
<th>2 ADULTS 2 IN CHILDCARE</th>
<th>SINGLE SENIOR</th>
<th>2 SENIORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOUSING</td>
<td>$503</td>
<td>$549</td>
<td>$712</td>
<td>$712</td>
<td>$503</td>
<td>$549</td>
</tr>
<tr>
<td>CHILD CARE</td>
<td>$0</td>
<td>$0</td>
<td>$333</td>
<td>$933</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>FOOD</td>
<td>$262</td>
<td>$544</td>
<td>$908</td>
<td>$793</td>
<td>$223</td>
<td>$463</td>
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<td>TRANSPORTATION</td>
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<td>$497</td>
<td>$794</td>
<td>$794</td>
<td>$279</td>
<td>$405</td>
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<tr>
<td>HEALTHCARE</td>
<td>$171</td>
<td>$424</td>
<td>$727</td>
<td>$727</td>
<td>$479</td>
<td>$958</td>
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<tr>
<td>TECHNOLOGY</td>
<td>$55</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
<td>$55</td>
<td>$75</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>$194</td>
<td>$243</td>
<td>$392</td>
<td>$456</td>
<td>$777</td>
<td>$280</td>
</tr>
<tr>
<td>TAXES</td>
<td>$223</td>
<td>$336</td>
<td>$369</td>
<td>$530</td>
<td>$235</td>
<td>$346</td>
</tr>
<tr>
<td>MONTHLY TOTAL</td>
<td>$1,693</td>
<td>$2,568</td>
<td>$4,310</td>
<td>$5,020</td>
<td>$1,951</td>
<td>$3,076</td>
</tr>
<tr>
<td>ANNUAL TOTAL</td>
<td>$20,316</td>
<td>$32,076</td>
<td>$51,720</td>
<td>$60,240</td>
<td>$23,412</td>
<td>$36,912</td>
</tr>
<tr>
<td>HOURLY WAGES*</td>
<td>$10.16</td>
<td>$16.01</td>
<td>$25.86</td>
<td>$30.02</td>
<td>$11.71</td>
<td>$18.46</td>
</tr>
</tbody>
</table>

ARLES IS OUR NORTH STAR

We build partnerships, find solutions, invest in promising programs, and advocate for ALICE. ALICE is the portion of SE Idaho that is Asset Limited, Income Constrained, Employed.

ALICE families include those under the federal poverty level plus those making above the federal poverty level but not enough to live financially stable lives. Idaho runs on ALICE – service workers, retail, other front line workers, and sometimes even our teachers.

WHY YOUR DONATION MAKES A DIFFERENCE FOR ALICE

Families in the ALICE demographic are one $400 emergency away from needing to access emergency community supports. Your donation to our community fund ensures that ALICE families have the community resources and programs available to them to live a financially stable life.
POWERFUL IMPACT INVESTMENTS AND STRATEGIES THAT BUILD THE FOUNDATION FOR A CRADLE-TO-CAREER (C2C) PIPELINE

C2C INVESTMENT THAT BUILDS THE FOUNDATION FOR IMPROVED EDUCATIONAL OUTCOMES IN OUR REGION

**Kindergarten Readiness**
Being ready for kindergarten affects future academic achievement and life success. Children develop fundamental skills and responses in early childhood that build strong foundations for reading, counting, and social interactions. Studies show that as a child’s kindergarten readiness scores improve, third-grade reading and math scores rise accordingly.

**Early Grade Reading**
Literacy is critical to a child’s academic success, particularly early-grade reading. Children in the early grades begin to transition from learning to read to reading to learn. Reading at a grade level is one of the strongest predictors of later success in school, with data showing the link between disparities in literacy during the early grades and persistent achievement gaps.

**Middle Grade Math**
Middle-grade math has become an important milestone for high school persistence, academic achievement, college attainment and readiness for the workforce. Research indicates that students who successfully complete middle-grade math perform better in geometry, more advanced algebra, trigonometry, and calculus. A child’s math curriculum also has a strong link to college enrollment.

**High School Graduation**
Students who graduate from high school earn higher wages and see better results in other measures of personal and social welfare, such as health and relationships. Increasing the educational attainment of one generation improves the next generation’s academic and social outcomes.

**Postsecondary Completion**
More valuable than ever, degrees and certifications open doors to meaningful jobs and stable futures. Workers with at least a bachelor’s degree can earn more than individuals with only a high school diploma, and postsecondary attainment also leads to improved health and social outcomes. Society benefits from a more educated population, including lower crime rates and more community involvement.

**Employment**
Connecting postsecondary graduates to good jobs is the ultimate goal of the cradle to career pipeline. Students who are employed within a year of graduation are on their way to achieving self-sufficiency. When a community’s workforce is fully engaged, the entire community is stronger.

**IMPACT**
Thanks to funding from BAYER, ON SEMICONDUCTOR, STRIVETOGETHER, and UNION PACIFIC, we were able to launch a kindergarten readiness and career pathways public awareness campaign digitally.

To learn more, visit IMPACTEASTIDAHO.COM

The three-month campaign was launched right at the end of the 2019-2020 fiscal year. Some early results:

- 1 million ad impressions to educate students and parents on the importance of Kindergarten Readiness Postsecondary Career and Pathway Opportunities
- 1205 video views of Kindergarten Readiness Awareness
- 990 video views of Postsecondary Career Pathway Opportunities
- Nearly every person connected to social media in the target demographic (parents of preschool aged children) and parents and students of 6-12th grade in our region would have been exposed to this campaign material

**2019 POST-SECONDARY GO-ON RATES**

<table>
<thead>
<tr>
<th>District</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>POCATELLO/CHUBBUCK SD#25</td>
<td>48.1%</td>
</tr>
<tr>
<td>AMERICAN FALLS SD #381</td>
<td>55.1%</td>
</tr>
<tr>
<td>SE IDAHO REGION</td>
<td>43.7%</td>
</tr>
<tr>
<td>STATEWIDE AVERAGE</td>
<td>47.1%</td>
</tr>
<tr>
<td>U.S. NATIONAL AVERAGE</td>
<td>70%</td>
</tr>
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</table>

**2019 READINESS % AT ENTRY TO KINDERGARTEN**

<table>
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<td>STATEWIDE AVERAGE</td>
<td>42.3%</td>
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</tbody>
</table>

*Measured immediately after high school.

**THE BOTTOM LINE**
This is a huge win for elevating the conversation on the importance of kindergarten readiness and postsecondary options while also beginning to put concrete resources in parent’s hands to affect the outcomes of their children.
NATIONAL RECOGNITION: UNITED WAY OF SE IDAHO JOINS EARLY LEARNING NATION COHORT

1 OF 6 COMMUNITIES CHOSEN BY THE CENTER FOR THE STUDY OF SOCIAL POLICY TO PARTICIPATE IN THE COHORT NATIONALY.

EARLY LEARNING SURVEY
Top 3 Takeaways

• 78% of Idahoans believe the state should provide funding for preschool opportunities

• Parents believe that social/emotional skills are just as important as academic skills for determining "kindergarten readiness"

• Teachers and Medical Providers emerged as the most trusted sources for families looking for information about kindergarten readiness

Based upon 437 responses statewide and 148 responses from SE Idaho

ADVOCACY THAT MAKES AN IMPACT

Being an expert on the needs of our community and using our platform to educate the community, partners, businesses, and elected officials on gaps in resources facing ALICE families is a key strategy for making SE Idaho a better place for all.

One of the big advocacy wins from the past year was the creation of READY IDAHO, which the United Way of SE Idaho played a key role in. The coalition is coordinated statewide by Idaho AEYC and includes over 30 partners that came together to collectively align on policy recommendations that improve outcomes from birth to five years old as well as to replicate and scale programs across the state that are working for 0-5 year olds.

INNOVATIVE STRATEGIES THAT ARE GETTING KIDS READY FOR KINDERGARTEN

Kindergarten readiness is a crucial predictor of a child's probability of going on to obtain a postsecondary degree or credential.

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT #25 KINDERGARTEN BOOTCAMP ENROLLMENT</th>
<th>RANNOCK YOUTH FOUNDATION KINDERGARTEN READINESS PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 13 2017 83</td>
<td>43 PRESCHOOLERS SERVED</td>
</tr>
<tr>
<td>2019 154</td>
<td>50 PARENTS SERVED</td>
</tr>
</tbody>
</table>

Teaching both parents and children the skills they need to be kindergarten ready.

Thanks to funding from the Idaho Association for the Education of Young Children, we launched our Preschool the Idaho Way Initiative with the American Falls School District. **OUR EFFORTS WILL PROVIDE A 66% INCREASE IN AVAILABLE, HIGH QUALITY PRESCHOOL SEATS** in that community funded by scholarships from the United Way of SE Idaho for low and moderate income families.
STORIES OF IMPACT: EDUCATION

THE NEED

2019 READINESS % AT ENTRY TO KINDERGARTEN

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<tr>
<td>U.S. NATIONAL AVERAGE</td>
<td>70%</td>
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</table>

*Measured immediately after high school.

THE WHY

Because every child should have the foundation to be school ready, graduate from high school, go-on to earn a postsecondary degree or credential and create a financially stable life.

SARAH POCATELLO, ID

THE NURTURING PARENTS AND KINDERGARTEN READINESS PLAY GROUPS program with Bannock Youth Foundation, funded in part by the United Way of Southeastern Idaho's community fund, is an innovative program aimed at helping our community reach one of our primary education goals: That every child in our community enters Kindergarten ready to learn and be successful. Kindergarten readiness and early literacy is a long-term predictor of future financial stability. Jameson and his mother joined the program when he was two years old. Jameson was diagnosed with multiple special needs which resulted in needing additional speech and physical therapies. The Baby Steps program was a place where he could take steps to be himself and exercise the tools he was learning in therapy to be more independent and eventually be ready for kindergarten. The program supports this goal and he has made progress in his development each year and is now able to play and interact with neurotypical peers. His mom says, “Today, his hand over hand coordination has improved, he’s conversational and because of this program, he has a strong chance of entering kindergarten as a neurotypical boy by the age of 5.”

“This program changes the direction of a child’s life and future success simply by providing that roadmap for the child and parent prior to kindergarten.”
STORIES OF IMPACT: FINANCIAL STABILITY

THE NEED

42% OF SOUTHEAST IDAHO FAMILIES ARE UNDER THE ALICE THRESHOLD IN THE LATEST ALICE REPORT

THE WHY

Because too many households are struggling to make ends meet.

ROBERT POCATELLO, ID

NEW DAY PRODUCTS, a program funded in part by the United Way of Southeastern Idaho’s unrestricted community fund, transforms what adults with disabilities can achieve by providing them with job skills and employment that lead to financial self-sufficiency. Robert, who has cerebral palsy, was out of work for 8 years because of his disability. He arrived at New Day with few job skills but was immediately trained to answer the phone and direct call traffic to the correct departments, learning communication skills and leadership skills in the process. Today Robert’s life has been transformed. This program has not only given him employment skills and a regular wage, but has infused him with the confidence he needs to see a successful future for himself on the horizon.

“THIS PROGRAM WELCOMED ME WITH OPEN ARMS...I LOVE HELPING PEOPLE AND THE SKILLS I HAVE GAINED HERE HAVE CHANGED MY LIFE. IF YOU CALL NEW DAY, YOU WILL HEAR A FRIENDLY VOICE ANSWERING THE PHONE TO HELP DIRECT YOUR CALL. THAT FRIENDLY VOICE IS ME!”
STORIES OF IMPACT:

HEALTH

THE NEED

Idaho currently ranks #39 in the percentage of the population without health insurance, estimated to be 13.6%. The rate of uninsured children from Alice families is on the rise in our state. Domestic violence and mental health remain big issues for our region to tackle.

THE WHY

Because health is a foundational component for living a financially stable life. Health outcomes are closely linked with financial stability and education.

ANGIE
MALAD CITY, ID

The Oneida Crisis Center, a program funded in part by the United Way of Southeastern Idaho’s community fund, is an oasis of hope and recovery in one of the most rural counties of Southeastern Idaho. Angie arrived at the Oneida Crisis Center from out of state after being trafficked and sexually exploited. At the Oneida Crisis Center, her life was transformed through access to a safe place to stay while she healed from the trauma and violence of her recent past. Her immediate needs were met—food, shelter, clothing, medical—and then she received counseling to begin healing from her trauma. Little by little she began to recover hope and see a future for herself. Weeks later, she was ready to return home and begin the next chapter of her life, but she did not have dependable transportation to restart her life and to sustain regular employment. United Way of Southeastern Idaho funds helped pay for critical safety repairs on her vehicle, allowing a successful start to the next chapter of her life.

"This program empowered me and gave me a new beginning. I have reunited with my family and am rebuilding my life."
POWERFUL PARTNERSHIPS THAT DRIVE CORPORATE ENGAGEMENT AND CREATE IMPACT

We give our partner workplace campaigns an opportunity to ignite the caring power of their employees and truly live the company culture that brings employees together to make a significant community impact that none of us could make alone.

FABULOUS 15 PARTNERS

These FABULOUS 15 COMPANIES have raised over $15,000 in this year’s campaign season!

FINANCIALS*

<table>
<thead>
<tr>
<th>Revenue FY 19-20</th>
<th>$1,045,550*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1% Grants</td>
<td>$143,600</td>
</tr>
<tr>
<td>14% Donor designations</td>
<td>$953,192</td>
</tr>
<tr>
<td>14% Events and sponsorships</td>
<td>$10,920</td>
</tr>
<tr>
<td>5% Fundraising expenses</td>
<td>$48,844</td>
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<tr>
<td>5% Management and general expenses</td>
<td>$52,890</td>
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<tr>
<td>3% Pledge loss</td>
<td>$27,740</td>
</tr>
<tr>
<td>43% United Way programs and initiatives (e.g. C2C)</td>
<td>$460,300</td>
</tr>
<tr>
<td>71% Unrestricted gifts to UWSEI (employee, corporate match, corporate gift, etc)</td>
<td>$732,648</td>
</tr>
</tbody>
</table>

*Financials represent figures that will be audited in Summer 2020 by an independent auditor as per our annual policy and may change slightly. To see past audited financial statements, visit unitedwaysei.org/financials

**Overhead and dues are more than covered through generous corporate contributions to ensure that 100% of every individual dollar goes to programs.

LEADERSHIP GIVERS

- $500-$999 annually
- Thank you to our 120 Leadership Level givers across SE Idaho!

CHANGEMAKERS

- $1,000-$2,499 annually
- Todd Argis
- Tracy Collins
- Tim and Sheri Farhan
- Robert Hite
- Beth Johnston
- Phil and Edythe Joest
- Anonymous
- Raymond Lapan
- James Martin
- Stephen Martin
- JJ Murphy
- Todd Meyers
- Bruce Olenick
- Barry Orgill
- James Price
- Herbe Spencer
- Bill纹理on
- Anonymous

PACESETTERS

- $2,500-$4,999 annually
- Bohrer Family Foundation
- Thom Hasenplug
- Anonymous
- Anonymous

TRAILBLAZERS

- $5,000-$9,999 annually
- We are currently seeking Trailblazers to help us accelerate our impact.
- Contact us and learn more about how major gifts drive our work forward.

UNITED WAY TOQUEVILLE

- $10,000+ annually
- Anonymous

Note: Some companies do not share employee donation amounts so not all names for each level of giving are included. Please contact us at uwse@unitedwaysei.org if you would like to have your information included.

FISCAL YEAR 2019-2020 CAMPAIGN AT A GLANCE

- 4,160 GIFTS
- 107 TOTAL ORGANIZATIONS PARTICIPATING IN OUR CAMPAIGN
- $1,043,550 BECAUSE OF YOU, WE REACHED $5M IN TOTAL RESOURCES GENERATED FOR THE FIRST TIME IN OVER 10 YEARS!

THANK YOU