2020–2021 IMPACT REPORT
BUILDING POWERFUL PARTNERSHIPS THAT CHANGE LIVES
The past year has, of course, been full of challenges as we adapted to a new global reality. However, I couldn’t be more proud of our organization, team, board, and donors who rallied and helped the United Way of Southeastern Idaho have its best year ever. New partnerships were formed, new ways of meeting needs were created, and new solutions to long-standing problems were acted on.

We truly learned that our community is #StrongerTogether. Building powerful partnerships is what we do best and I believe we are poised to leverage this talent to create even more opportunities for ALICE families in southeast Idaho. Our goal should be to look down the road and create the southeast Idaho that we want for our children and grandchildren: a place of opportunity, where all can thrive and achieve financial stability.

Thank you for all that you have done to play a part in sharing your time, talent, and treasure to get us that much closer to our vision.

With gratitude,
Kevin Bailey CEO, United Way of Southeastern Idaho

I feel honored and very proud to be part of the United Way of Southeastern Idaho team. Over the years I have had the chance to see and be a part of the impact that this team has had in our community. I think that we are positioned to lift our community up in more ways than ever before. It has been a very tough year for our community as we struggled through the Covid-19 pandemic. During this time the United Way of Southeastern Idaho was able to step in and be the backbone for those powerful partnerships that allowed us to take emergency funding and very quickly get it in the hands of those agencies that could make the most impact. This is what our United Way team does time and time again. Whether it is a new threat like a pandemic or an ongoing threat like homelessness, or food insecurity, the United Way of Southeastern Idaho is there to provide backbone support to ensure that we can face these issues head on.

We have such great people in this community that are willing to donate to the United Way of Southeastern Idaho to make an impact in our 7 county area. We have an absolutely amazing staff and board, but without the support of our community we wouldn’t be able to get very far. I love this community and feel very fortunate to live in Southeast Idaho! I would like to take this opportunity to thank those that donate their time and money, the United Way of Southeastern Idaho staff, and board for helping make this community such a great place to live!

With gratitude,
Ji Murphy Pocatello District Manager, Intermountain Gas Company

The United Way of Southeastern Idaho builds powerful partnerships that improve outcomes for children, families, and individuals in need.

WHO’S BEHIND THE UNITED WAY OF SOUTHEASTERN IDAHO?

OUR TEAM

- Wendi Ames
  - Director of Donor and Community Engagement
- Kevin Bailey
  - CEO
- Tennille Call
  - American Falls Early Learning Collaborative Coordinator
- Linda Johnson
  - Americorps VISTA Volunteer
- Molly Olson
  - Director of Community Investments
- Felice Otero
  - Director of iMPACT East Idaho (Cradle to Career)
- Teresa Speaker
  - Office Manager
- Amy Muest
  - Community Resources Director
- Ginny Lawrimore
  - Connect East Idaho Network Navigator

BOARD OF DIRECTORS

- Ji Murphy - Board President - Intermountain Gas Co.
- Kirby Shepherd - Board President Elect - JR Simplot
- Holly McHann - Board Treasurer - Citizens Community Bank
- Kandi Rudo - Board Secretary - Idaho Department of Labor
- Lori Crane - Pocatello/Chubbuck School District #25
- Dave Doran - Southeast Idaho Council of Governments (SICOG)
- Jim Downes - Battelle Energy Alliance / INL
- Dani Dunstan - Idaho State University
- Tim Forhan - 3rd Gear LLC
- Roger Gibson - Bayer
- Shane Hunt - Idaho State University
- Jameson Johnson - McDonalds
- Angie Lion - Black River Performance Management
- Rainbow Malonado - Fishers Technology and Historic Downtown Pocatello
- Aaron McCabe - Idaho Central Credit Union
- Shane Robinson - Robinson & Associates Inc.
- Kim Stoule - Pocatello Fire Department
- Josh Stuart - Farm Bureau Insurance of Idaho
- Angela Treasure - Portneuf Medical Center
- Ellen Van Hees - Retired (Farm Bureau Insurance of Idaho)
- Tim Vedder - Iafos
- Keith Zundel - Bank of Idaho

The United Way of Southeastern 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 Southeastern 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.
THERE’S POWER IN NUMBERS
When our largest regional employers and individuals step up to join a movement of 2,500+ donors, our impact grows exponentially. THANK YOU for stepping up to create a community full of opportunity where all can thrive!

FABULOUS 15
These partners raised or contributed over $15,000 for our annual campaign this past year! Thank you to our Fabulous 15!

CHANGEMAKERS ($1,000–$2,499)
Todd Argall
Anonymous
Curt Bailey
Kevin Bailey
Tracy Collum
Dewey Cook
Susan Gibbens
Clayton Hall
Anonymous
Margaret Jacob
Jameson Johnson
Virginia Kelly
John Kent
Tony & Nancy Lovgren
James Martin
Stephen Martin
Holly Meacham
JJ Murphy
Jerold Myler
Bruce Olenick
Brian Orgill
Barry & Peggy Orgill
Anonymous
Amy Rhoads
Donna Richardson
Michael Robison
Dale Spencer
Sherry Summers
Ann Swanson
Tim Vedder
Steven Wolf
Paul Yochum

PACESETTERS ($2,500 - $4,999)
Bohrer Family
Susan & Stephen Feit
Thom Hasenpflug
Shane Hunt

TRAILBLAZERS ($5,000–$9,999)
Shawn Allen
Jerry Brady
Kelly Hirning

TOQUEVILLE ($10,000+)
Tim and Sheri Forhan

CORPORATE PARTNERS, MAJOR DONORS, AND FINANCIALS

3-YEAR REVENUE COMPARISON
<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Revenue</th>
</tr>
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<tbody>
<tr>
<td>2018-2019</td>
<td>$325,000</td>
</tr>
<tr>
<td>2019-2020</td>
<td>$325,000</td>
</tr>
<tr>
<td>2020-2021</td>
<td>$365,989</td>
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</tbody>
</table>

CAMPAIGN HIGHLIGHTS AT A GLANCE
MORE THAN 2,500 PEOPLE GAVE TO UNITED WAY OF SOUTHEASTERN IDAHO LAST FISCAL YEAR
LEADERSHIP LEVEL GIVING ($100+ ANNUALLY) UP 30% OVER PRIOR YEAR!
MAJOR GIFT LEVEL GIVING ($1,000+ ANNUALLY) UP 88% OVER PRIOR YEAR

LEADERSHIP LEVEL GIVING
THANK YOU TO THE 154 DONORS GIVING $500 OR MORE ANNUALLY. OUR LEADERSHIP LEVEL DONORS TRULY DRIVE OUR WORK FORWARD AND WE COULDN’T DO THIS WITHOUT YOU!

FISCAL YEAR 2020–2021

58% Unrestricted Gifts to UWSEI
$739,439

12% Donor Designations
$150,736

1% Sponsorship/Events
$12,279

29% Grants
$365,989

1% Unrestricted Worldwide Dues
$76,269

4% COVID-19 Relief Grants
$48,950

4% Fundraising Expense
$40,168

4% Pledge Loss
$40,168

4% Management and General Expense
$50,015

39% Community Investment
$445,564

40% United Way Programs and Initiatives (e.g. C2C, Connect East Idaho)
$460,754

*Financial figures are preliminary results prior to our independent audit. Fundraising and Management & General Expenses (e.g. Overhead) is generously covered by corporate contributions to ensure that 100% of every individual donation goes toward program costs. Figures may change slightly. To see past audited financial statements, visit: unitedwaysei.org/financials
WE ARE BUILDING POWERFUL PARTNERSHIPS THAT CHANGE THE TRAJECTORY FOR THOSE IN NEED IN SOUTHEASTERN IDAHO.

WHY WE DO WHAT WE DO

ALICE (Asset Limited, Income Constrained, Employed) is at the heart of who we serve and why we exist. We all know ALICE. ALICE bags our groceries, cares for our children, and answers our calls at call centers. ALICE represents those in our community who are one step away from financial instability. Everything the United Way of Southeastern Idaho does is geared toward helping ALICE families achieve a path toward a lifetime of financial stability and opportunity.

WHAT WE DO

We focus on four key areas of impact: Addressing the Cradle to Career opportunity gap, access to mental health and healthcare, housing stability, and food insecurity.

HOW WE DO WHAT WE DO

Our mission is simply to build powerful partnerships that improve outcomes for children, families, and individuals in need. We leverage our large network of partners in the nonprofit, industry, education, government, and civic society sectors to create long-term solutions to meet difficult community needs.

GOLDEN CIRCLE

Ideas adopted from the ideas popularized by Simon Sinek

simonsinek.com/commit/the-golden-circle
INVESTING IN PROMISING PROGRAMS AND STRATEGIES THAT IMPROVE OPPORTUNITIES

CRADLE-TO-CAREER: EXPANDING PRESCHOOL ACCESS FOR ALICE FAMILIES

"As the K-2 principal from the American Falls School District I am so excited to see and watch our community come together to support our youngest preschool learners. I have seen efforts to strengthen the quality of preschool services and also increase available preschool positions.

Additionally, the scholarship funding offered has allowed some students the opportunity for preschool that otherwise would not have been able to attend.

All the efforts being put into pre-kindergarten education in American Falls will make a positive impact on our youngest and district's success. As we build a stronger fundamental educational foundation our youth are sure to excel in a multitude of ways."}

HEALTH: EXPANDING ACCESS TO PRIMARY AND BEHAVIORAL HEALTHCARE

"Health West was able to help a lot of people through some really tough times. Health West was able to implement Telehealth services which allowed patients access to services but most importantly to talk with behavioral health counselors."

"Family Service Alliance purchased rights to a telehealth system and we provided over 800 sessions of individual therapy on the telehealth system alone. When a community member chooses to donate to United Way of Southeastern Idaho, then Family Services Alliance, then a victim of abuse, the message is ‘YOU MATTER.’ This is incredibly powerful!"

A special thanks to Portneuf Health Trust for contributing to health related investments

HOUSING STABILITY AND SHELTER: HOUSING THE MOST VULNERABLE DURING A PANDEMIC

"The United Way funds support two crisis beds at the Bannock House facility and the professional support staff to assist youth who access those beds or counseling services on an outpatient basis."

"United Way of Southeastern Idaho funding enabled Aid For Friends to provide safe housing that resulted in no major outbreaks of COVID-19 in the clients that were served. The impact on the community was significant because the spread of the disease was thwarted and not propagated through homeless clients staying at the congregate shelter. The grant allowed a shift to motel stays for clients and other longer term shelter solutions to safely house 245 individuals during the pandemic."

FOOD INSECURITY: ENSURING THAT OUR REGION'S MOST VULNERABLE DON'T GO WITHOUT A MEAL

"United Way of Southeastern Idaho funding helped us meet the over 200% increase in demand for senior meals."

United Way of Southeastern Idaho funding allowed for the Oneida Crisis Center to have flexibility in meeting the various needs of community members whose lives had been impacted by violence or those who were temporarily experiencing insufficiencies in life sustaining necessities. Pantry shelves were generously stocked, bedding and household items were available to any in need and clothing was supplied to those who were lacking. The viability and strength of agency itself directly benefitted from valuable UWSEI funds"
BUILDING POWERFUL PARTNERSHIPS AND PROVIDING BACKBONE SUPPORT FOR OUR REGION

The United Way of Southeastern Idaho serves as the convener and provides facilitation and cross-sector leadership to help these collaborations design and execute solutions that solve local problems. Here’s a snapshot of the partnerships that are hard at work providing pathways and opportunities for our region’s most vulnerable families.

**NONPROFIT**
- HEALTHWEST
- BANNOCK YOUTH FOUNDATION
- HOUSING ALLIANCE AND COMMUNITY PARTNERSHIPS
- IDAHO BUSINESS FOR EDUCATION
- SICOG
- REDI EASTERN IDAHO
- PORTNEUF HEALTH TRUST
- IDAHO PUBLIC TELEVISION
- POCATELLO CHUBBUCK CHAMBER OF COMMERCE
- BANNOCK DEVELOPMENT CORPORATION

**EDUCATION**
- SCHOOL DISTRICT #25
- SCHOOL DISTRICT #381
- IDAHO STATE UNIVERSITY
- COLLEGE OF EASTERN IDAHO

**GOVERNMENT**
- US SENATOR RISCH’S OFFICE
- US REPRESENTATIVE SIMPSON’S OFFICE
- STATE OF IDAHO REP. MANWARING
- MARSHALL PUBLIC LIBRARY
- PORTNEUF DISTRICT LIBRARY
- SIPH - WIC PROGRAM
- CITY OF CHUBBUCK
- IDAHO DEPARTMENT OF LABOR

**CONNECT EAST IDAHO**
- IDAHO STATE UNIVERSITY
- POCATELLO FREE CLINIC
- HOUSING ALLIANCE AND COMMUNITY PARTNERSHIPS
- HEALTH WEST
- UNITED WAY OF TREASURE VALLEY
- SOUTHEAST IDAHO COUNCIL OF GOVERNMENT
- SOUTHEAST IDAHO COMMUNITY ACTION AGENCY
- SOUTHEAST IDAHO BEHAVIORAL HEALTH CRISIS CENTER
- VALLEY MISSION
- BINGHAM CRISIS CENTER
- IDAHO STATE UNIVERSITY
- IDAHO FOOD BANK
- NEIGHBOR WORKS
- WOMEN’S PRISON
- IDAHO HEALTH DATA EXCHANGE

**COMMUNITY INVESTMENT PARTNERS**
- 6TH JUDICIAL CASA
- AID FOR FRIENDS
- AREA AGENCY ON AGING (SICOG)
- BANNOCK YOUTH FOUNDATION
- BINGHAM CRISIS CENTER
- BRIGHT TOMORROWS CHILD ADVOCACY CENTER
- GARIBOUI COUNTY SENIOR CITIZENS
- FAMILY SERVICES ALLIANCE
- FOSTER GRANDPARENTS
- HEALTH WEST
- IDAHO FOOD BANK
- NORTH BINGHAM COUNTY FOOD BANK
- NEW DAY PRODUCTS AND RESOURCE
- OMEGA CRISIS CENTER
- POCATELLO FREE CLINIC
- SICCA
- SENIOR ACTIVITY CENTER
- SHELLEY SENIOR CENTER
- VALLEY MISSION

**HOUSING AND HOMELESS COALITION**
- THIS GROUP IS MADE UP OF OVER 3 DOZEN REGIONAL INDIVIDUALS AND PARTNERS WORKING TO INCREASE HOUSING STABILITY IN OUR REGION

**EARLY LEARNING PROGRAMS**
- POWER COUNTY HEAD START/LIghhouse Preschool
- ST. JOHN’S PRESCHOOL
- POCATELLO VALLEY MONTESORI SCHOOL DISTRICT #25
- HEAD START SIPH - PARENTS AS TEACHERS PROGRAM
- IDAHO STARTS

**INDUSTRY**
- BAYER
- PETERSEN INC
- JR SIMPLEX
- CENTURY LINK
- IDAHO NATIONAL LAB
- IDAHO CENTRAL CREDIT UNION
- ITAQOS
- DRISCOLL FARMS
- LAMB WESTON
LEADING THE WAY ON OUR REGION’S COVID-19 RELIEF EFFORTS

The past year brought many challenges due to the Covid-19 pandemic. However, with those challenges came opportunities for the United Way of Southeastern Idaho to do what it does best: Build partnerships to meet community needs and mobilize resources into the hands of those delivering front line services due to the impacts of Covid-19 in southeast Idaho. Here are four ways the United Way of Southeastern Idaho stepped up to help lead the way during this crisis:

1. **Leading the Southeast Idaho Public Health Community Support Branch Unified Command Team**
   Southeast Idaho Public Health and the Office of Emergency Management stood up a unified command group to address the Covid-19 crisis in real time. We led the Community Support Group to keep our finger on the pulse and mobilize resources for the human services sector in our region.

2. **COVID-19 Emergency Relief Grants**
   We provided over $48,000 in emergency relief grants to local nonprofit organizations to meet immediate needs during the crisis. This included things like funding for mental health counseling in Bear Lake, support for our rural food banks and senior centers, rental assistance, and even overnight motel stays for the homeless while the main homeless shelter could not be utilized due to the congregate living situation.

   We also supported a new partnership with the Idaho Community Foundation, the United Ways of Idaho, and the Idaho Nonprofit Center to help allocate over $250,000 of Idaho Community Foundation funds to regional partners in our part of the state. We were happy to lend our expertise on local conditions to make that statewide partnership a success.

3. **During the Summer of 2020 we released a Covid-19 impacts survey to better understand how the pandemic was affecting local families**
   Top community resource gaps according to low-income household survey responses:
   1. Mental Health Care
   2. Finding Affordable Housing
   3. Services for Senior Citizens

   Read the full report at [www.unitedwaysei.org](http://www.unitedwaysei.org).

4. **We partnered with JustServe.org to lift up a one-stop-shop for volunteer opportunities in southeast Idaho**

   **49,100LBS**
   OF EMERGENCY FOOD DISTRIBUTED IN 2 DAY OF ACTIONS EVENTS

   **65PCs DONATED AND REFURBISHED TO STUDENTS TO BRIDGE THE DIGITAL DIVIDE DURING SCHOOLING**
   **HUNDREDS OF VOLUNTEERS CONNECTED TO LOCAL PARTNERS THROUGH JUSTSERVE TO MEET IMMEDIATE NEEDS**

   Visit [JustServe.org](http://JustServe.org) to find opportunities in your community.

LAUNCHING CONNECT EAST IDAHO: BUILDING A MORE RESILIENT AND EFFECTIVE WAY FOR RESIDENTS TO GET THE SERVICES THEY NEED.

**Connect East Idaho Goal:** Build a referral and support system for our region that helps ALICE families navigate the network of nonprofits to help them achieve their short- and long-term goals and ultimately achieve financial stability.

**PHASE I:** Building a community resources locator to connect residents to the services they need while identifying key needs that need to be addressed in our region.

**PHASE II:** Hiring a network navigator to help scale Connect East Idaho. The navigator will help us implement a digital referral platform that our partner agencies can use to connect and refer clients to while tracking outcomes. The navigator will provide 1:1 programming and support for public housing voucher clients to help them navigate a path toward self-sufficiency. The network navigator will also be embedded in a forthcoming Skills Development Center in Pocatello through a partnership with Pocatello Housing Alliance and Community Partnerships.

**PHASE III:** Launch a region-wide ‘closed loop referral’ system so that United Way of Southeastern Idaho partners can share information, provide a ‘warm handoff’ for client referrals, and share outcomes tracking when a client needs multiple services from multiple agencies. This has the potential to truly transform the way the nonprofit sector meets client needs in a collaborative and efficient manner across multiple agencies.

SPECIAL THANKS

A special thanks to Tim and Sheri Forhan of Blackfoot for providing a generous donation of seed funding to get this initiative launched as well as to the Blue Cross of Idaho Foundation for grant funding.

To donate to Connect East Idaho contact kevin@unitedwaysei.org
ADVOCACY FOR ALICE

WE RELEASED OUR 2020 ALICE REPORT

Along with our partner United Ways across the state of Idaho, we launched the latest update of our ALICE report in 2020. ALICE (Asset Limited, Income Constrained, Employed) is a closer measure for each community of how many families are struggling. Interact with the report at unitedforalice.org/Idaho

PERCENT BELOW ALICE THRESHOLD OVER TIME

HOUSEHOLD SURVIVAL BUDGET: The bare-minimum costs of basic necessities (housing, childcare, food, transportation, healthcare, and a smartphone plan).

ALICE THRESHOLD: The average income needed to afford the Household Survival Budget. Households below the ALICE Threshold include both ALICE and poverty-level households.

ALICE: Households with income above the Federal Poverty Level but below the basic cost of living.

Poverty: Households earning below the Federal Poverty Level

Total Households: The number of households as reported by the American Community Survey.
**READY IDAHO STATEWIDE COALITION FOR EARLY LEARNING**

Ready Idaho is a statewide coalition of dozens of advocates who are collectively working to connect early childhood systems to better prepare all Idaho Children for a successful start in school and life. The coalition develops policy, advocacy, and programmatic strategies to secure sustained investments that improve equitable access to high-quality early learning opportunities for Idaho children.

United Way of Southeastern Idaho anchors the coalition in the Eastern part of our state. One of the big wins for the coalition was getting awarded the Preschool Development grant from the US Department of Education to support local early learning collaboratives across the state. As of publication, we are still waiting for the Idaho legislature to approve the allocation of these federal funds for use in local communities. Please contact your local Idaho House Representatives and ask them to approve the federal Preschool Development Grant funds!

Additionally, because of a StriveTogether grant we received, we were able to provide a **$50,000 grant to support the statewide operations of Ready Idaho.**

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**WE LAUNCHED OUR COMMUNITY INDICATORS DASHBOARD TO MEASURE OUR REGION'S PROGRESS ON ACCESS TO HEALTHCARE, HOUSING STABILITY, FOOD SECURITY, AND EDUCATIONAL ATTAINMENT.**

This dashboard will become our central "report card" and will guide our investments, advocacy, and collective impact work to steadily help our region achieve improved outcomes in all of these areas.

Coming in 2021: We'll be adding community assessment narrative to support our dashboard indicators. This community assessment report will also advise potential "Change Solutions" for involvement in advocacy and policy that improve opportunities for ALICE families in our region.

To learn more, visit [UNITEDWAYSEI.ORG](http://UNITEDWAYSEI.ORG)
IMPACT EAST IDAHO
CREATING OPPORTUNITIES FROM CRADLE TO CAREER

AMERICAN FALLS PRESCHOOL IMPACT AND STRATEGIES

Last year we launched the extremely successful American Falls preschool collaborative which expanded available high quality preschool seats for low to moderate income 3 and 4 year olds.

This program was largely funded by Idaho AEYC and by private donors who stepped up to provide PreK scholarship funding for low income children.

Thanks to Lamb Weston, Kelly Hirning (Hirning GMC) and Jerry Brady for providing major gifts to support these scholarship seats.

OUR EARLY LEARNING COLLABORATIVES ARE FOCUSED ON:

1. Increasing quantity of available preschool seats for ALICE families.
2. Increasing quality of programs by supporting existing providers with curriculum and professional development.
3. Educating and providing parents with kindergarten readiness resources they can use in the home to assist their children with these foundational skills.

OUR EDUCATION TO CAREERS COLLABORATIVES ARE FOCUSED ON:

Improving the postsecondary go-on rate in our region. The collaborative, made up of industry, higher ed, nonprofits, and others, is focusing on the following:

1. Educating middle school and high school students and their parents on in-demand postsecondary pathways, with a special focus on two year and trade/certificate programs.
2. Increase participation in STEM programing in our region.
3. Connect and educate college and career advisors with up-to-date information on in-demand pathways and local employers.

1,871 STUDENTS IN OUR REGION RECEIVED SOME FORM OF STEM PROGRAMMING THROUGH THESE EFFORTS
The goal was to increase participation in quality preschools through our initiative, by **30 seats** for Fall 2020. **We increased by...**

74!

Last year there were about **48 three and four year olds** participating in quality preschool programs in American Falls and this year total there are...

118

and counting!

By the end of the school year (spring 2021) UWSEI will have provided about...

$47,000

in scholarships to eliminate financial barriers for families!
THANK YOU FOR JOINING US LAST YEAR AND LIVING UNITED FOR SOUTHEAST IDAHO!