



PARTNERS IN A STRONGER FUTURE

ANNUAL REPORT 2023

WELCOME

As I step into the role of Executive Director of the United Way of the Black Hills, I want the first thing you hear from me to be “Thank you.” I’m grateful for the support, the passion and the impact that has been accomplished through this organization in the last 79 years.

I believe that the best way to honor the work of the past is to roll up our sleeves and continue this legacy. We’re also going to discover new ways to make an impact and that will be challenging, rewarding and — most of all — change the lives of the people of the Black Hills.

I look forward to many years of serving this beautiful community alongside each of you.

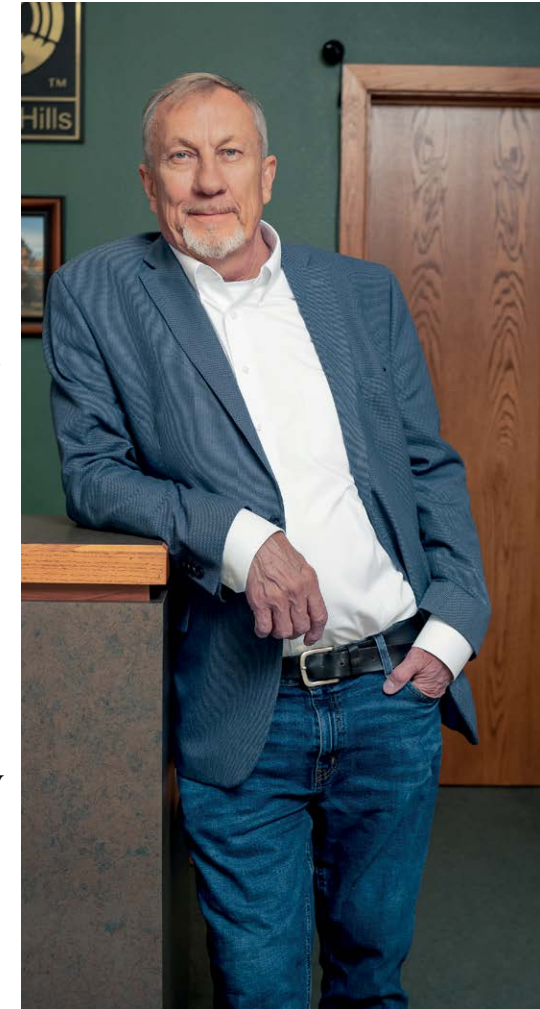
John Cass
Executive Director



As the President of the Board of Directors, I get a front row seat to the impact that businesses and individuals can have by supporting the United Way of the Black Hills. Every dollar contributed and every hour volunteered has the potential to change the lives of some of the most vulnerable people in our communities.

As you’re flipping through the pages of this year’s annual report, I hope that you take some time to study the statistics and absorb the realities of the stories that we’ve included in this year’s edition. I think that we all want to make a difference in the lives of our neighbors. Through the United Way of the Black Hills, I promise that you will.

Dr. Craig Bailey
Board President



United Way of the BH Team



Kathy Cruse
Financial Director



Mari Sheldon
Development Director



Hanna Glissendorf
Black Hills Reads Director



Carmen Keehner
Data Specialist



Edwina Kertzman
Data Assistant



Terri Berg
Administrative Assistant

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TOP 7 PRIORITY NEEDS

Mental Health, Substance Abuse, Birth to 5 Services, Food Security, Home & Family Life (abuse & neglect), Affordable Housing, and Economic Opportunities.

Each of the seven stories in this year's annual report represent how UWBH is targeting the most pressing needs of Black Hills communities. But how did we land on these needs, and why choose to focus our efforts on them?

For the past three years, UWBH has been transitioning from an agency-focused model to an impact-focused model. That means that instead of meeting the needs of nonprofit agencies, we strive to meet the greatest needs of our community.

Instead of asking what local nonprofits need, we are asking what our communities need. We then use UWBH funds and resources to meet those needs by providing grants to the local nonprofits.

Nonprofit organizations and the leaders behind them are still the driving force of change in our new model.

Substance Abuse

- C.O.R.E. - Community Organized Resources for Educating Youth
–*Freshman Impact*
- Lifeways
–*Lifeways Elementary School Prevention*

Affordable Housing

- Black Hills Area Habitat for Humanity
- Neighborworks Dakota Home Resources
–*HUD Approved Housing Counseling*
- Volunteers of America Inc
–*VOA Housing Assistance*

Abuse & Neglect

- CASA 7th Circuit
- CASA of the Northern Hills
- Children's Home Society of South Dakota
–*Family Engagement Services*
- Crisis Intervention Shelter Service
- OneHeart
–*Trauma-Healing Services*
- Victims of Violence Intervention Program
- WAVI
–*Domestic Violence Shelter and Services*

Economic Opportunities

- 2-1-1 Helpline Center
- Consumer Credit Counseling Service of the BH
–*CCCS BH Housing Services*
- SHIFT Garage
- The Salvation Army of the Black Hills
–*Social Services*

Mental Health

- Catholic Social Services
–*Access to Affordable Counseling Services*
- Community Health Center of the Black Hills
–*Medication Co-pay Assistance Program*
- Custer School District
–*Educator Mental Health Education*
- Lutheran Social Services of South Dakota
–*Behavioral Health Services*
- Lutheran Social Services of South Dakota
–*Canyon Hills Center*
- NAMI South Dakota
–*Moving Forward Together in the Black Hills*
- Rural America Initiatives
–*Mental Health Counseling*
- Wellfully
–*Residential Treatment Center*
- YMCA of Rapid City
–*Mental Health Initiative*
- Youth and Family Services
–*Counseling Center*

Early Education

- Early Childhood Connections
–*Starting Strong Rapid City*
- Kids Club Kids
- Literacy Council of the Black Hills
–*Better Readers = Better Workers*
- Prairie Hills Transit
–*Prairie Hills Child Care*
- Rapid City Club for Boys
–*Club for Boys*
- YMCA of Rapid City
–*Custer Kidstop & Summer Camp*
- YMCA of Rapid City
–*Edgemont Kidstop*
- Youth and Family Services
–*Child Development Center*
- Youth and Family Services – *Girls Inc.*

Transportation

- Black Hills Works
–*Employment Transportation*
- Great Plains Tribal Leaders Health Board
–*Transport 4 Behavioral Health*
- Journey On Inc.
–*Medical & Recovery Transportation Team*
- Prairie Hills Transit
–*Prairie Hills Transit General Operating*

Food security

- Feeding South Dakota
–*BackPack Program*
- Meals on Wheels – Western SD
- Minneluzahan Senior Citizens Center
–*Minneluzahan Supplemental Nutrition Program*



ACCESS TO MENTAL HEALTH RESOURCES

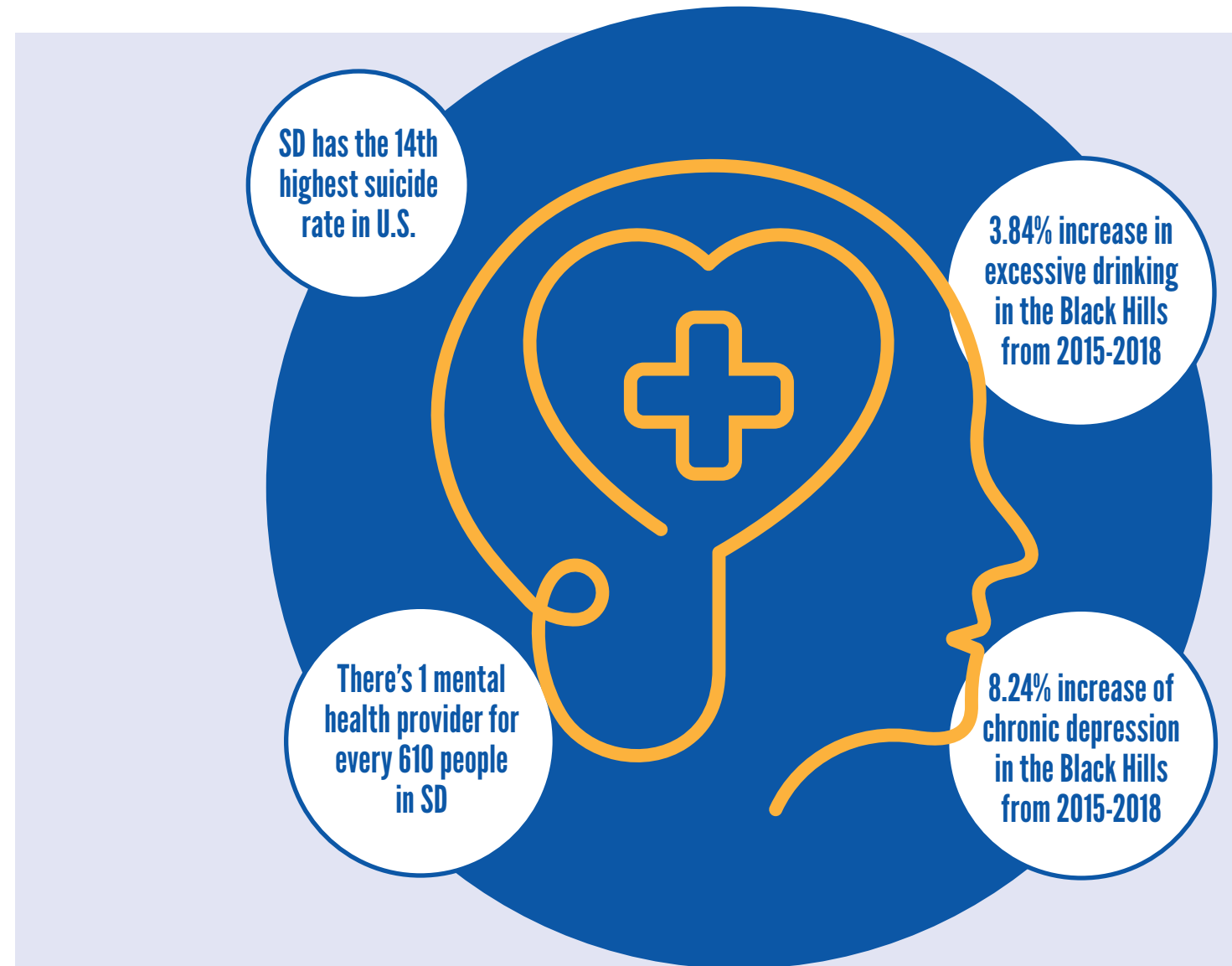
Community Health Center of the Black Hills understands how interconnected needs can be.

UWBH has been partnering with the Community Health Center of the Black Hills (CHCBH) for several years. CHCBH is on the frontlines of providing mental health resources to anyone who needs them in the region.

When the CHCBH team works with a client, it considers all of the needs of that person. CHCBH had the opportunity to help one of their patients in a holistic way this last year. Like many people in need in the Black Hills, this patient was in contact with multiple agencies — she struggled with housing, food security, work opportunities and other needs. She also struggled with schizophrenia, but the antipsychotic that she needed to

treat this condition costs over \$5,000 for a 30 day supply. By leveraging funds from UWBH, CHCBH was able to provide this medication to this patient at no cost to her.

And by stabilizing the patient's condition, she has been able to take gradual steps towards wholeness — she now has her own apartment and has been working at an area restaurant. If more Black Hills residents are able to receive the mental health treatment that they need, we could be hearing more stories like this in 2024. When you invest in the UWBH, you're investing in the mental health needs of your neighbors — and that's changing lives.



Everyday Strong Black Hills

UWBH's Everyday Strong Initiative is an innovative model designed to "train-the-trainer." This approach has been implemented by other United Ways in the country with exponential results. Stay tuned for updates as we partner with our community with this exciting new program.

15,899 People Served



FOOD SECURITY

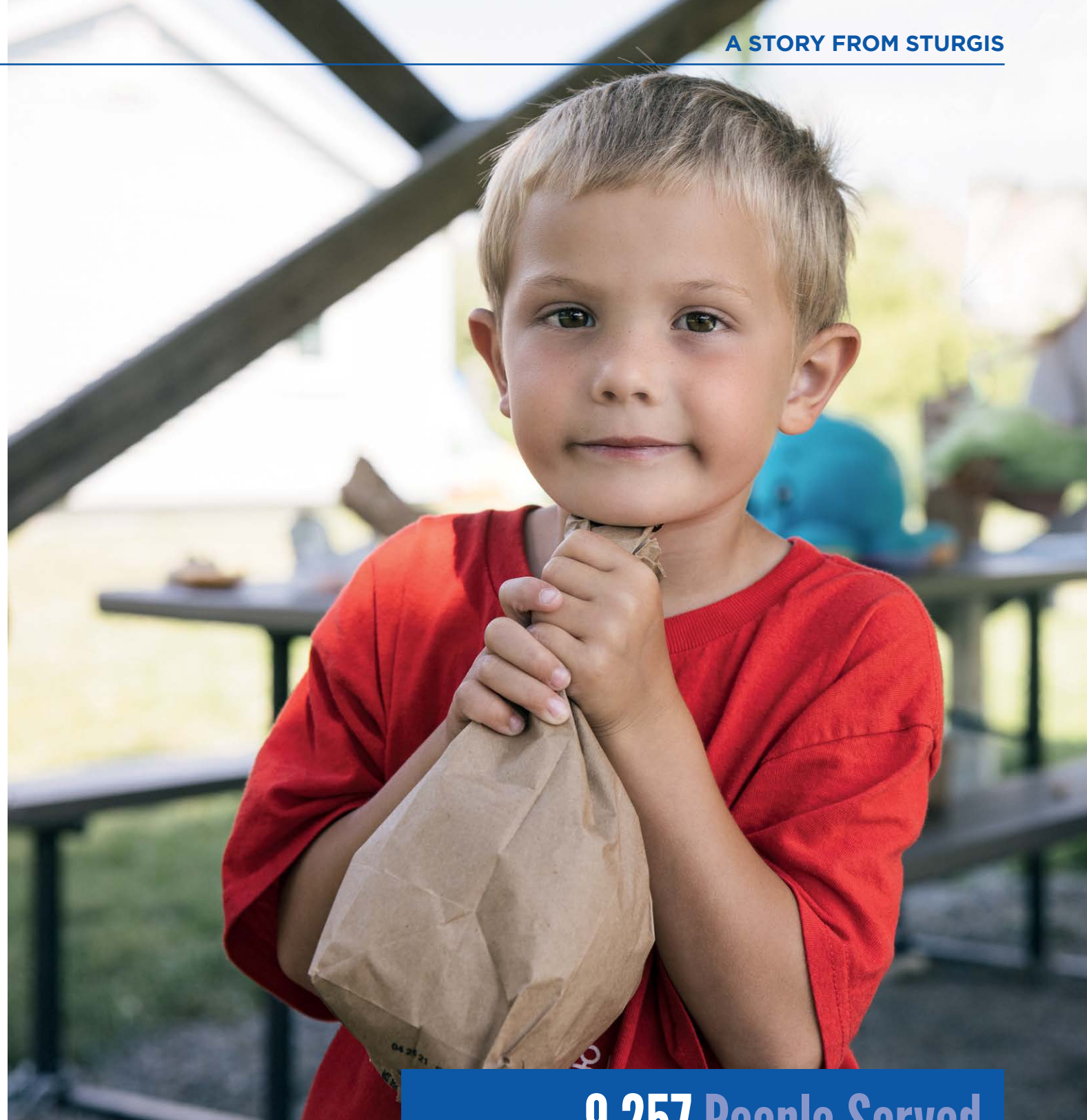
Feeding South Dakota has a presence across all of the Black Hills. That's great news because their services are needed now more than ever.

The post-pandemic economy has left many people vulnerable. That means that food security is a vital topic now more than ever.

One of the UWBH's partner agencies that is considering food security at all levels is Feeding South Dakota. This organization takes into account families,



individuals and kids. One of their most effective ways at making sure the kids of the Black Hills are getting enough food to eat is through their Backpack program. One Sturgis elementary school teacher reported that the Backpack program has become one of the best ways she's seen to fight childhood hunger in her community. "I have many students who don't have much of anything at all, and some have told me they don't have any food at times," she said. "The Backpack program has helped so many of these kids." By sending kids home with food, they are more likely to succeed in school, and in life. When you invest in the UWBH, you're investing in food for those who need it most.



9,257 People Served



ACCESS TO RELIABLE TRANSPORTATION

The OneHeart Transportation Program is helping people make major progress in their lives by helping to get people where they need to go.

Reliable transportation can be the difference between progress and stagnation in a person's life. Allison and Marvin are a mother and son who know this firsthand.

They've been living at the OneHeart campus after escaping an abusive situation. Allison never learned how to drive, so she had to rely on ride services like Lyft to get her from place to place — and that was costing her more than \$100 per week. But, through the massive support system of OneHeart, Allison and Marvin are able to utilize OneHeart's Transportation Program to get where they need to go — and for Allison that includes trips to and from college classes. "Without OneHeart transportation I would not be able to achieve my educational goals," she

said. "My son would not be able to get to school or any of his doctors' appointments."

Allison is finding her commutes are encouraging in more ways than one. Morris, the program's coordinator and driver, is extremely supportive of Allison and everyone who relies on the service. "Morris also cares a lot about the guests at OneHeart and always asks how we are doing," she said. "It really makes me feel cared about." Allison was certainly in need of encouragement, too. Her abuser would taunt her by saying that she would never be able to attend college.

When you invest in the UWBH, you're investing in the progress of people like Allison who need access to reliable transportation.



8,939 People Served



ACCESS TO HOUSING

Black Hills Area Habitat for Humanity is helping people live out their dreams.

A safe and stable place to rest your head at night is the foundation of many people’s journey towards progress. Unfortunately, this kind of housing is out of reach for many in our region. Black Hills Area Habitat for Humanity has been fighting to change that scenario for years.

Lacey is one of the participants in this program, and said that being able to own a house has

been life-changing for her and her young daughter. “Thank you, thank you to everyone who walked with us on this journey. I could write for hours about how you’ve changed our lives,” she said in a note.

Lacey found herself tired of living in unsafe conditions, so she decided to make a change. Habitat engages clients like her to participate in practically every step of the house building process as a way to open up home ownership to more people. Clients grow in several ways throughout that process — they gain a ton of practical and life skills and they gain a new appreciation for building.

When you invest in the UWBH, you’re investing in people like Lacey who are learning, growing and making the Black Hills a brighter place.



6,064 People Served



BLACK HILLS READS



BH Reads brings together partners across many sectors to strengthen the systems that serve early learners and promote literacy opportunities for children under 9 in the Black Hills.

Imagination Library

Dolly Parton’s Imagination Library is a program funded by United Way of the Black Hills. Children ages 0-5 receive an age-appropriate book mailed to their home once a month. 56,803 books were distributed in 2022.

Baby’s First Book Bag

The purpose of this program is to provide at-risk parents of young children with free early literacy materials and books, and help parents understand the importance of reading to their child. Home-visiting programs distribute the book bag to parents. 299 book bags were given out in 2022.

Young Writers Contest

Last year, 114 3rd graders throughout the Black Hills sharpened their writing skills by participating in the Young Writers Writing Contest. Every student who entered received a free ticket to a Rush game, plus, two grand prize winners won a special visit from Nugget at school.

Read Across SD

Half of the battle of helping a child reach reading proficiency is getting the child excited about reading. Read Across SD is a fun reading challenge that encourages families to read books and track their progress. 12,900 books were read in 2022.

EARLY CHILDHOOD RESOURCES

Kids Club Kids helps young children have an excellent experience with their education.

Quality early childhood education has been shown to be a key in shoring up a child’s performance for the rest of their school careers. Kids Club Kids is a partner organization that has been making sure that the students of Spearfish are having a quality experience before and after school for years. Children in grades kindergarten through

sixth are guided through age-appropriate activities designed to increase children’s self-esteem, individual interests and community involvement — in both a structured and free-choice way.

KCK always keeps a few spots in their programs open for emergency placements — for foster care or other major family changes. And for some kids in the program, KCK can become a refuge of stability in their lives. One young boy was placed in foster care last year and

began attending KCK. He discovered a safe place at the Club and bonded with some positive role models there. Eventually, the boy was able to return home with his mom. The mom was so moved by the positive impact that KCK had on her son’s life, that she chose to continue to have him attend the program. This positive experience at KCK is going to continue to pay dividends in this young man — both throughout school and in life.

Education Amount **\$590,339**

10,952 People Served



ACCESS TO DOMESTIC VIOLENCE RESOURCES

WAVI is offering a safe refuge and a future for victims of domestic violence.

The 2021 needs assessment identified an increase in resources for victims of domestic violence as one of the most pressing needs in the Black Hills. WAVI — Working Against Violence Incorporated — is a partner organization that works to ensure that the needs of the victims

of domestic violence are met, and that these people are able to go on and make progress in their lives. One client who WAVI was able to assist in the last year was a young woman with 2-year-old twins. Her abuser was incarcerated, and law enforcement

connected this family with WAVI.

The team at WAVI went to work and soon discovered that this young lady was approved in her hometown for public housing. WAVI worked with her to secure bus tickets back home for her and her children, and the WAVI team even sent the kids home with snacks for the bus ride.



6,323 People Served



SUBSTANCE ABUSE RESOURCES

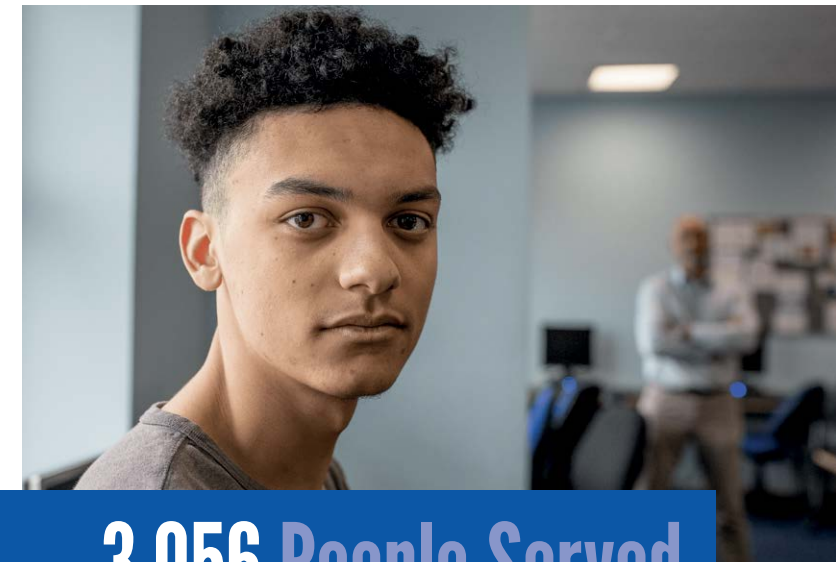
LSS is helping families get to the root of addiction.

Substance abuse is on the rise statistically, but it's in the stories about the individuals we love where addiction really becomes a topic that matters. Lutheran Social Services (LSS) is a partner organization that is working to change the substance abuse numbers in the Black Hills in a measurable way.

LSS believes in following up with people no matter what. One client, who had run away from a treatment facility, stole a car and was arrested four states over, discovered the power of having someone in your corner. Following

this ordeal, this client was brought back home and LSS connected both him and his family with a therapist. Through the whole process, the LSS case manager spent time following up with the client and his family.

“Our case manager was able to support the mom as she navigated her way through unknown territory, and connected the client with services that will hopefully get to the root cause of his recent behavior and destructive choices.”



3,056 People Served

ECONOMIC IMPACT

Our biggest volunteer event is Month of Caring every September. We have nearly 1,000 volunteers throughout the Black Hills volunteer their time to help the community.

Month of Caring is an incredible opportunity to tackle large and small projects that otherwise may not get accomplished. This is an opportunity for volunteers to plan creative service projects and make a huge difference in their community.

Corporate Sponsors

Gold Shovel ASI • Coca-Cola Bottling Company High Country • Elevate Rapid City • First Interstate Bank • KT Connections • Moyle Petroleum • Scheels • White's Queen City Motors

Silver Screwdriver Bankwest • BH Community Bank • BH Regional Eye Institute • Bluepeak • Butler Machinery • Casey Peterson Ltd • Caterpillar - BHEDC • City of Sturgis • GCC Dacotah • Ketel Thorstenson LLP • Liberty Superstores • Midco • Montana-Dakota Utilities • Northern Hills Federal Credit Union • Orchard Meadows Family Dental & Denture Clinic • Pioneer Bank & Trust • Security First Bank • South Dakota Mines • Visit Rapid City • Western Dakota Tech • Wild West Screen Printing

Bronze Hammer Black Hills Electric Cooperative • Custer Hospitality • Evergreen Media

• Ketel Thorstenson LLP - Spearfish
• Mt. Rushmore Society • TSP Inc.



Signature Sponsors



14,698 People Served
86 Projects
921 Volunteers
34 Sponsors
An Impact of \$270,618



ECONOMIC OPPORTUNITIES

Salvation Army of the Black Hills is helping people get caught up.

Sometimes the first steps in thriving economically are to just catch up. The Salvation Army of the Black Hills is helping people in the region find that financial footing.

Veronica is someone that this partner agency was able to help get ahead. Her story is not that unique in the area. This young mother fell behind on her water bill due to an unexpected car repair. The Salvation Army of the Black Hills was able to step in and help Veronica get caught up on her bills.

The Salvation Army team also got to know Veronica and discovered that she was going to start

a new job soon.

Veronica was concerned that she didn't have enough work clothes for her new role. The team provided her with some clothing vouchers for her and her children. "She was very appreciative of

the help," the Salvation Army team reported. "Leading with hope, we continue to show love beyond hardship for those in need." When you invest in the UWBH, you're investing in the progress of people like Veronica.



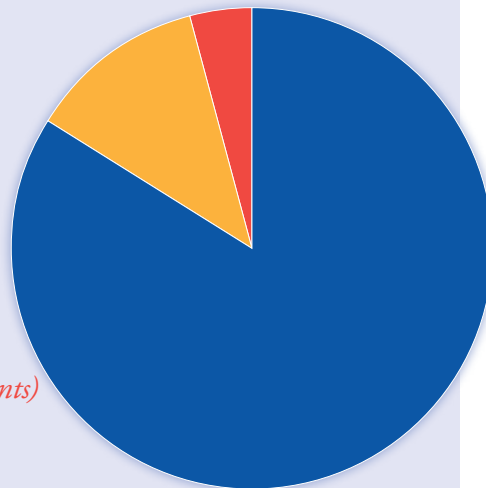
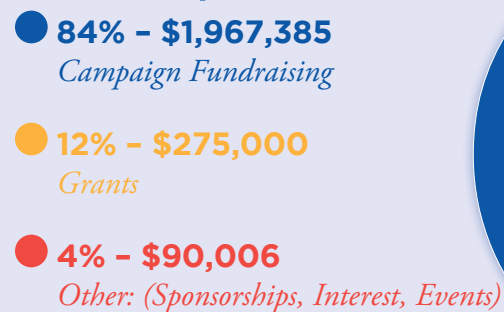
14,698 People Served

FINANCIAL STATEMENT

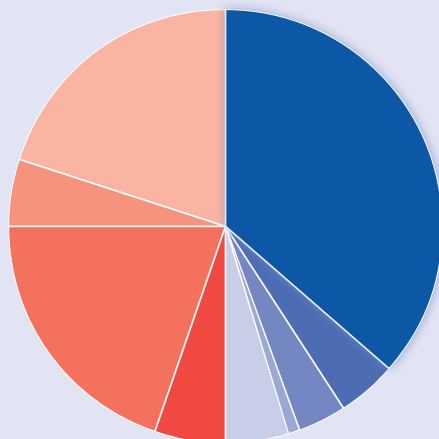
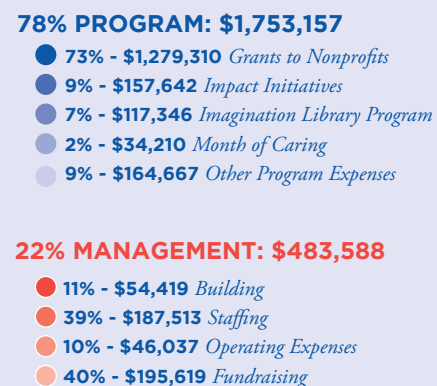
Our Commitment to Transparency

At United Way of the Black Hills, we know our donors trust us to utilize their donations efficiently and effectively. We pride ourselves in our efforts to remain transparent.

Revenue Snapshot: \$2,332,391



Expense Snapshot: \$2,236,745



BOARD OF DIRECTORS

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Dr. Craig Bailey, *Novum Nano*

Vice President

Jason Sanderson, *Black Hills Energy*

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BankWest

Austin Olivier,
Black Hills Insurance Company

COMMUNITY CABINETS

In addition to our Board of Directors, UWBH utilizes four Community Cabinets to connect with each region in the Black Hills. The Chair and Vice Chair from each Cabinet sit on the Board.

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Vice Chair Brenda Meier, *Liberty Superstores*

Jarrett Apa, *BMS Financial Advisors*

Andy Becker, *Rapid City Police Dept.*

Yvonne Chase, *Monument Health*

Joel Hermann, *BH Community Bank*

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Desiree Mendel, *Aflac*

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Southern Hills

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Electric Coop.

Bridget Bender, *Black Hills Energy*

Tara Bland, *Black Hills Energy*

Cathy Desocio, *Hill City*

Carrie Moore, *Jenny's Floral*

Patty Ressler, *BH Parks & Forest Assn.*

Heather Thompson, *Custer Ambulance*

Jessica VanEaton, *First Interstate Bank*

Rebecca Willard, *Steam Cleaning Specialists*

OUR MISSION

We unite people and resources to improve lives in the Black Hills by delivering measurable long-term solutions to community issues in education, financial stability and health.

GRATEFUL FOR YOUR PARTNERSHIP

Month of Caring



DONATE NOW
to make a difference

