



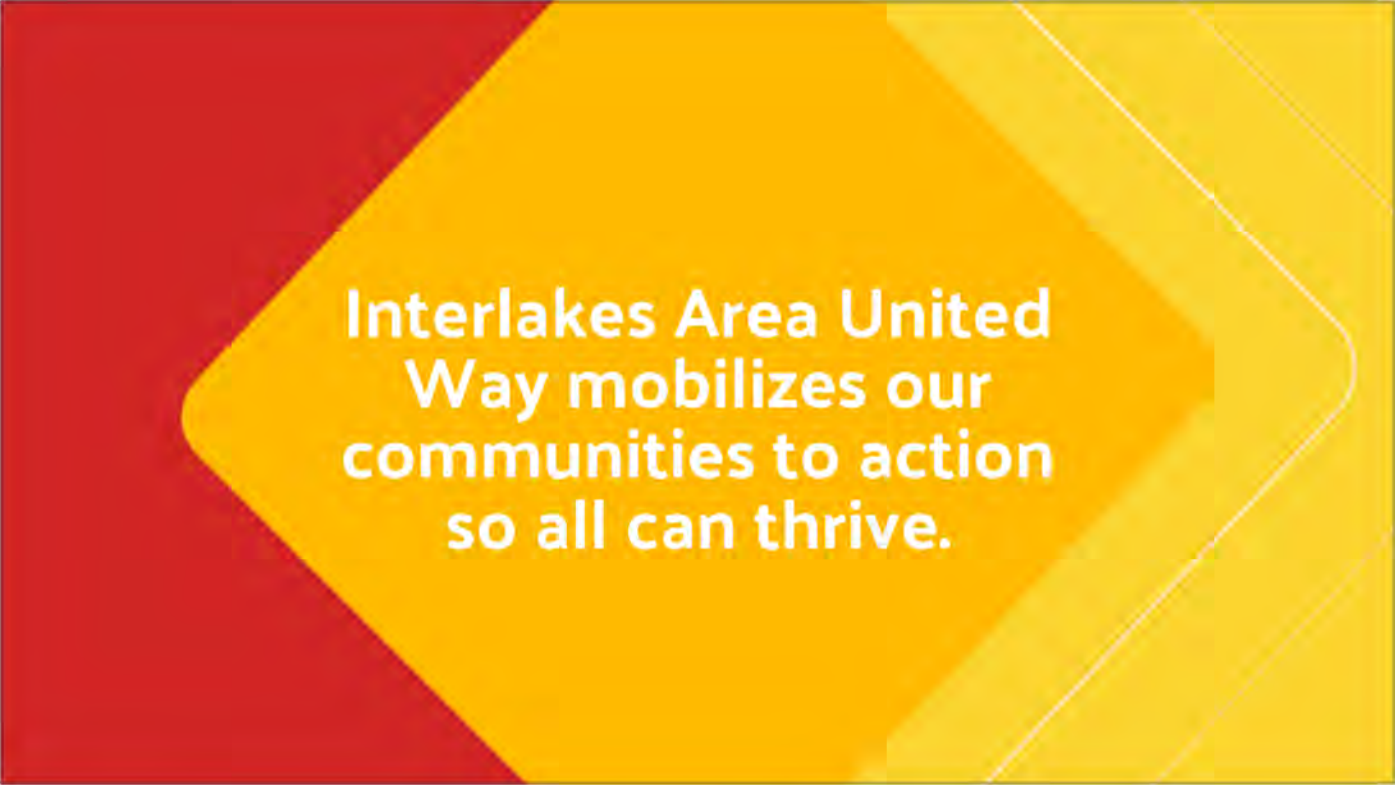
TOGETHER, WE THRIVE

IAUW Campaign Drive
2026-2027



Good morning/afternoon, and thank you for inviting me to share what's happening at Interlakes Area United Way.

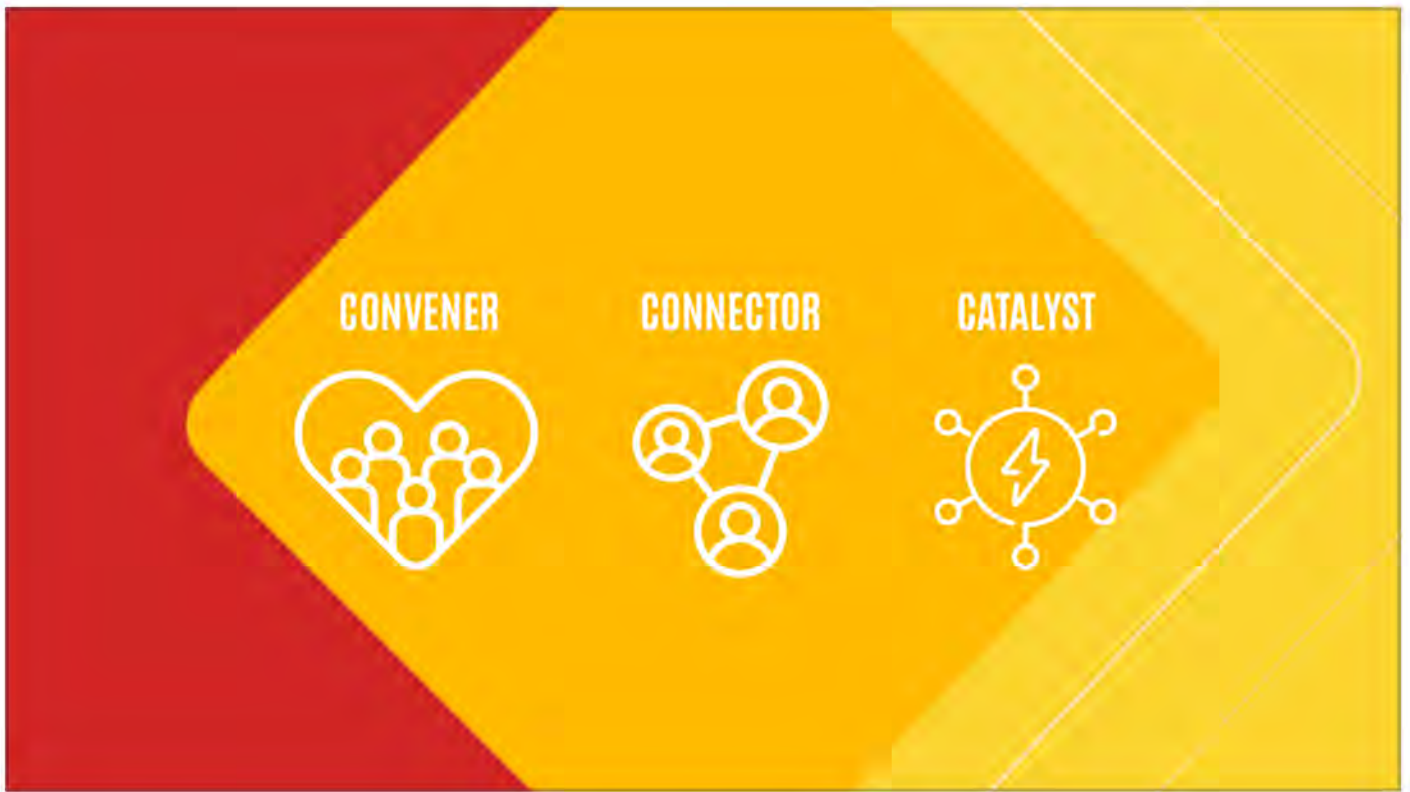
****introduce self/board members****



**Interlakes Area United
Way mobilizes our
communities to action
so all can thrive.**

IAUW is an affiliate of United Way Worldwide and we serve Lake, Madison and Miner Counties.

Our chapter and the greater United Way mobilizes our communities to action so all can thrive. This means our role goes beyond any one program.



We learn and understand local needs in order to create local change.

We do this by bringing people together around shared priorities and challenges.

We connect people to resources, partnerships and opportunities.

We act as a catalyst, turning local insight into collaborative action.

2026 ALLOCATIONS:

\$169,250 | 29 Community Partners

Boys & Girls Club of Moody County
The Breadbasket
Brookings Area Habitat for Humanity
Children's Care Corner
Delta Dental Mobile Program - Madison
Dolly Parton's Imagination Library
Domestic Violence Network
East Dakota Transit
EmBe - Girls on the Run
EmBe Education - Madison Early Learning Center
Flandreau Early Childhood Learning Initiative*
Flandreau Public Schools Weekend Fuel
Girl Scouts - Dakota Horizons
High Plains Alternative School
ICAP 60's Plus Dining

ICAP Head Start Pre-Birth to Five Supplies
ICAP Volunteer Income Tax Assistance
Interlakes Senior Citizen Center
Lutheran Social Services of SD: Mentoring at FMS
Madison Baseball Association*
MMS Makerspace After School Club
Moody County Child Protection Team
ROCS Transit
The Salvation Army
Scouting America Sioux Council
Team of Angels
Trinity Lutheran Preschool
Valiant Living
The Wholeness Center

In 2026, IAUW awarded \$169,250 to 29 community partners.

We had 100% funding to nearly every partner, which was unprecedented for us and very exciting.

These partners serve children, working families, seniors, and neighbors facing difficult circumstances. Some provide food or transportation. Others support education, safe housing, mentoring, or help during a crisis.

2026 ALLOCATIONS: 29 Community Partners

Located in and/or serving
LAKE COUNTY: 69%



This slide shows how these services reach across our region.

10 are based in and/or serve Miner County.

18 are based in and/or serve Lake County.

15 are based in and/or serve Moody County.

Many partners serve more than one county, so their impact extends beyond where their offices are located.

Behind every organization on this list is someone receiving help, and behind that help are the people who choose to give.



**The challenges are real.
So are the opportunities.**

The challenges in our communities are real, but so are the opportunities to make a difference.



The challenges are real.
So are the opportunities.

IAUW brings people and resources together to:

- Prepare children for success
- Help people of all ages thrive
- Connect neighbors to essential resources
- Strengthen our region

Again -- we act a catalyst to create opportunities by bringing people and resources together to prepare children for success, help people of all ages thrive, connect neighbors to resources and strengthen our region.

FOUR IMPACT AREAS



Our work focuses on four areas: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency.

These categories cover a wide range of services but their purpose is simple: help people meet essential needs and build a stronger future.

HEALTHY COMMUNITY

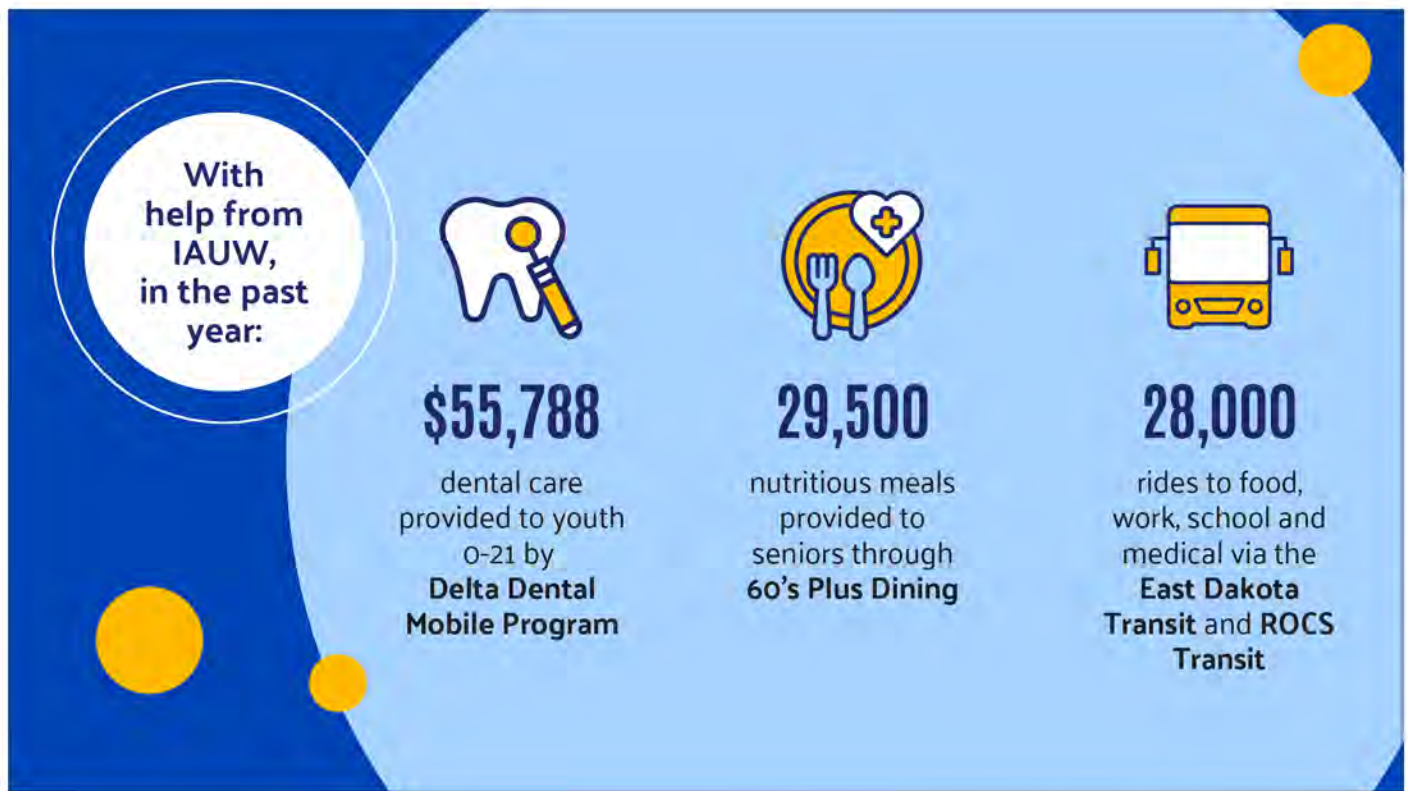




**Partner with IAUW
to improve health and
well-being for all**

- Health/hygiene access
- Nutrition/food security
- Health spaces/physical activity
- Mental health support

Healthy Community means helping people access nutritious food, healthcare, transportation and support for their well-being.



With help from United Way, our partners provided \$55,788 in dental care for young people, 29,500 nutritious meals for seniors, and 28,000 rides to places such as work, school, medical appointments, and food resources.

Think about what a ride can mean to someone who has no other transportation. It can mean keeping a medical appointment, getting groceries, or being able to go to work.

YOUTH OPPORTUNITY

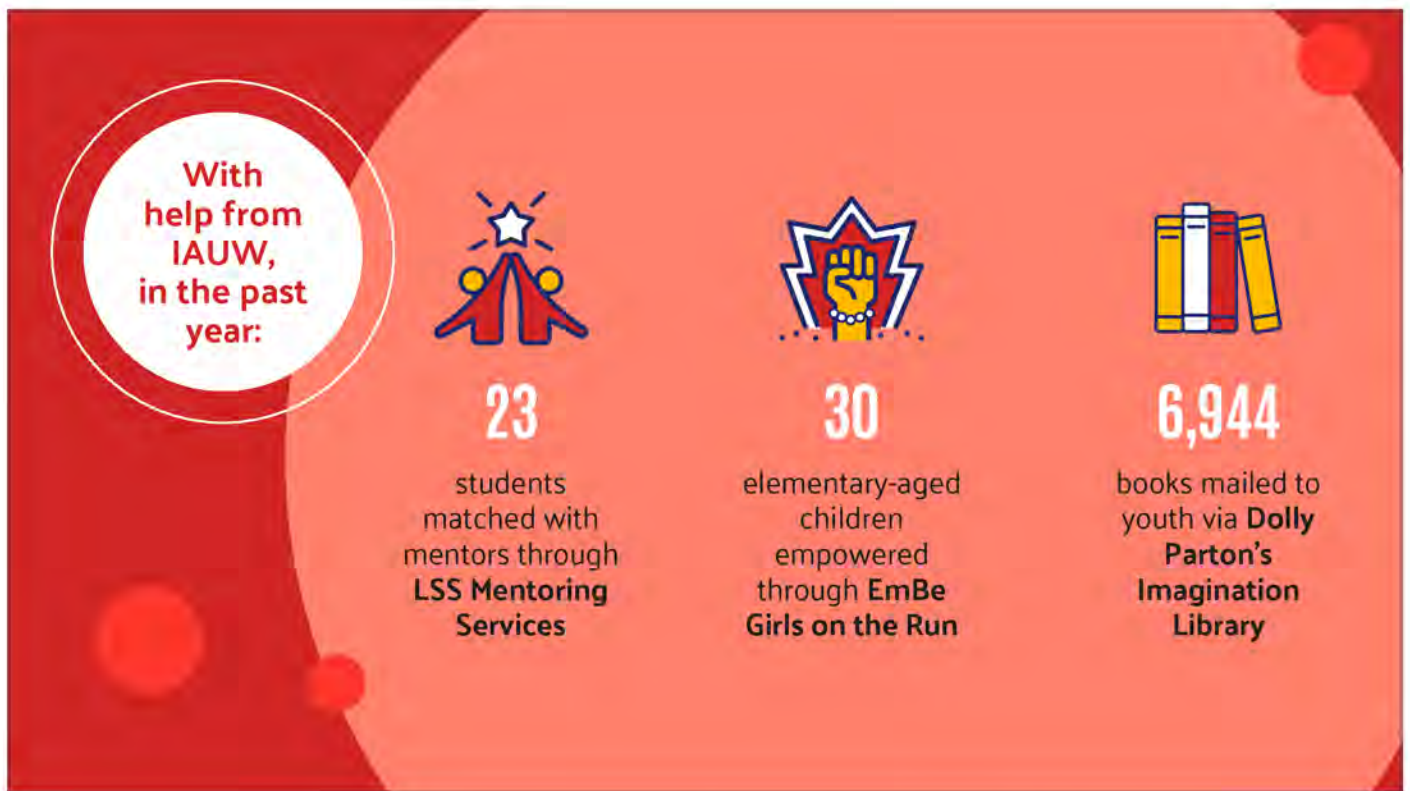


A circular inset image shows a young boy with blonde hair, smiling and holding a book titled "Look Out Kindergarten, Here I Come!" by Carlson. He is also holding a black and white stuffed dog. The background of the slide is red with a light pink circular area containing text and a list.

**Partner with IAUW
to help young people
realize their full
potential**

- Childcare/early education
- Family engagement
- Literacy development
- College/career readiness

Youth Opportunity is about giving children the support they need to grow, learn, and reach their potential.



Over the past year, 23 students were matched with mentors, 30 elementary-aged children participated in Girls on the Run, and 6,944 books were mailed through Dolly Parton's Imagination Library, with help from United Way.

A book arriving in the mail or a caring adult showing up consistently can make a meaningful difference in a child's life.

FINANCIAL SECURITY





Financial Security means helping families manage challenges and move toward stability.

With
help from
IAUW,
in the past
year:



210

households
assisted with
income tax filing
through **ICAP's**
VITA program



150

families
supported with
emergency
financial
assistance
through the
Salvation Army



5

low-income
homes served
with essential
repairs through
the **Brookings**
Area Habitat for
Humanity

Our partners helped 210 households file their income taxes, supported 150 families with emergency financial assistance, and provided essential home repairs for five low-income homes.

When a household is already stretched thin, assistance at the right time can help people regain their footing.

COMMUNITY RESILIENCY

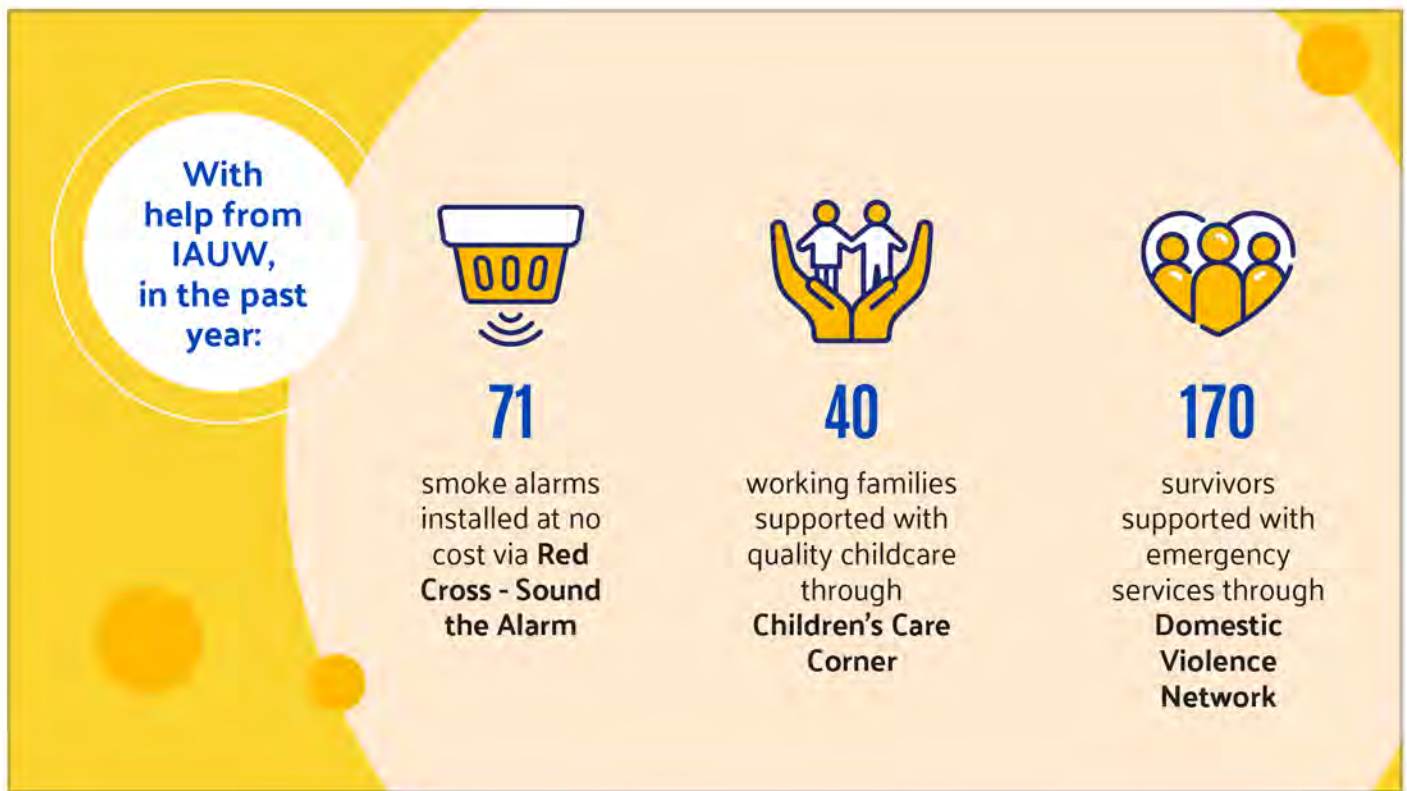




**Partner with IAUW
to address urgent
needs today for a
better tomorrow**

- Disaster relief and recovery
- Emergency preparedness
- Crisis hotline/support

Community Resiliency means helping our communities respond to urgent needs and prepare for the future.



With United Way's help, partners installed 71 smoke alarms at no cost, supported 40 working families with quality childcare, and provided emergency services to 170 survivors through the Domestic Violence Network.

These services offer safety, support, and somewhere to turn when people need help.

Launched in
2026:



FIRST RIDE HOME



Helps eligible families receive a safe infant travel system so every newborn has a secure ride home from the hospital.

- Infant car seat
- Car seat base
- Stroller
- Child Passenger Safety Education
- Installation Guidance

We're also excited about First Ride Home, a program launched earlier this year in collaboration with Ace Hardware in Madison.

It helps eligible families receive an infant travel system, including a car seat, base, and stroller, along with child passenger safety education and installation guidance.

Launched in
2026:



FIRST RIDE HOME



Families may qualify if:

- Live in Lake, Miner or Moody County
- Receive services from participating healthcare provider (**Madison Regional Health**)
- Participate in eligible income-based assistance program

Made possible in collaboration with Ace Hardware in Madison

Families must meet the program's eligibility requirements, including living in our three-county service area and receiving care through a participating healthcare provider.

With help from Madison Ace Hardware, our goal is straightforward: help every newborn served by this program have a safe ride home from the hospital.



TOGETHER, WE THRIVE

Hopefully thus far you've noticed a common thread and belief: Together, we thrive.

As such, that is the theme of our 2027 campaign drive.



Grant applications were due September 30 and we're facing a request of \$169,150 from 30 new and existing community partners.

This number includes program costs for Imagination Library for all 3 counties as well as Delta Dental Mobile visits to Madison and Flandreau.

FUNDRAISING

WIN BIG Raffle

- Ended Sept. 12 at Ag Bowl
- 9 winners
- 6 prize donors
- 24 sponsors
- 1 contest sponsor
- 3 parades!
- **993 tickets sold**
- **\$49,650 raised**



We are here to discuss our campaign drive, but we actually started our fundraising efforts this summer with the WIN BIG Raffle.

This year was a historic year as we secured 9 prizes from 5 donors:

- 2 Cub Cadet Zero Turn mowers from Lake County International
- 4-day, 3-night stay at a VRBO in northwoods MN, donated by Dave and Karli Ellens
- 2 half-beef bundles from Ebsen Farms
- 2 half-beef bundles from Maas Farms
- 2 half-beef bundles from Johnson Farms

We also set a new record for raffle sponsorship with 24 local sponsors. We also held a special contest at DownTown in MadTowns with partnership with Kwik Star, which donated five \$50 car wash cards.

We visited 3 parades in our cow costumes--one in each county!

We sold a record number of tickets--993--to raise just under \$50,000.

FUNDRAISING

WIN BIG Raffle

Sponsors

- LAKE COUNTY INTERNATIONAL
- 605 MEATS
- BANKWEST
- DAKOTA ETHANOL
- DAKOTA STATE UNIVERSITY
- EAST RIVER ELECTRIC
- EAST RIVER FEDERAL CREDIT UNION
- F&M CO-OP
- FARM CREDIT SERVICES OF AMERICA
- FIRST BANK & TRUST
- FIRST INTERSTATE BANK
- FIRST PREMIER BANK
- FIRSTLINE FUNDING GROUP
- FOX PROMO
- GOOD STEWARDS CONSULTING
- HEARTLAND ENERGY
- JENCKS LAW
- KJAM RADIO
- ROSEBUD WOOD PRODUCTS
- RUSTY'S FOOD STORE
- SIOUX VALLEY ENERGY
- SUNSHINE FOODS
- T&R ELECTRIC SUPPLY
- TIRE MOTIVE

Prize Donors

- LAKE COUNTY INTERNATIONAL
- DAVE & KARLI ELLENS
- EBSEN FARMS
- MAAS FARMS
- JOHNSON FARMS
- EAST RIVER FEDERAL CREDIT UNION

*KWIK TRIP

Here's a comprehensive list of our sponsors and donors.

Raffle sponsors include:

Lake County International
605 Meats
BankWest
Dakota Ethanol
Dakota State University
East River Electric
East River Federal Credit Union
F&M Co-Op
Farm Credit Services of America
First Bank & Trust
First Interstate Bank
First PREMIER Bank
FirstLine Funding Group
FoxPromo
Good Stewards Consulting
Heartland Energy
Jencks Law
KJAM Radio
Kwik Trip
Rosebud Wood Products

Rusty's Food Store
Sioux Valley Energy
Sunshine Foods
T&R Electric Supply Co., Inc.
Tire Motive

We listed the prize donors on previous slide but also want to acknowledge East River Federal Credit Union, which donated the cost of processing the beef, and again, Kwik Trip.

FUNDRAISING

DownTown in MadTown

- \$1,470 in tips
- \$2,000 from Chamber
- Kwik Star promotion
- Donor/sponsor recognition
- **\$22K raised since 2018!**



We also continued working the beer garden at DownTown in MadTown where we keep our tips and secure a donation from sales from the Chamber of Commerce.

This year we raised \$3,470

As previously mentioned, we gave away a \$50 car was card from Kwik Star at each event -- to qualify you had to buy a raffle ticket that night at the event.

We sold 70 raffle tickets at DTMT which is a HUGE increase over previous years (almost 10-fold)

FUNDRAISING

Dine Out to Donate

- 10th year! \$33K raised
- October 7
- 26 businesses (including 3 event sponsors)
- \$2,500+ (still collecting)



Earlier this month we officially kicked off our campaign drive with Dine Out to Donate, held October 7.

This was our tenth event and thus far had raised over \$33 thousand dollars with this fundraiser. It is an easy way to support United Way while enjoying a meal or visiting a local business.

26 businesses participated including 3 event sponsors who stepped up to give even though they weren't open or serving food on Oct 7.

We're still collecting those donations but at this moment expecting around \$2,500.



CAMPAIGN DRIVE

15x15 CHALLENGE



- Pledge \$15/month
- Return by Nov 15
- Win \$500 gift card

2 WINNERS!

Sponsored by:



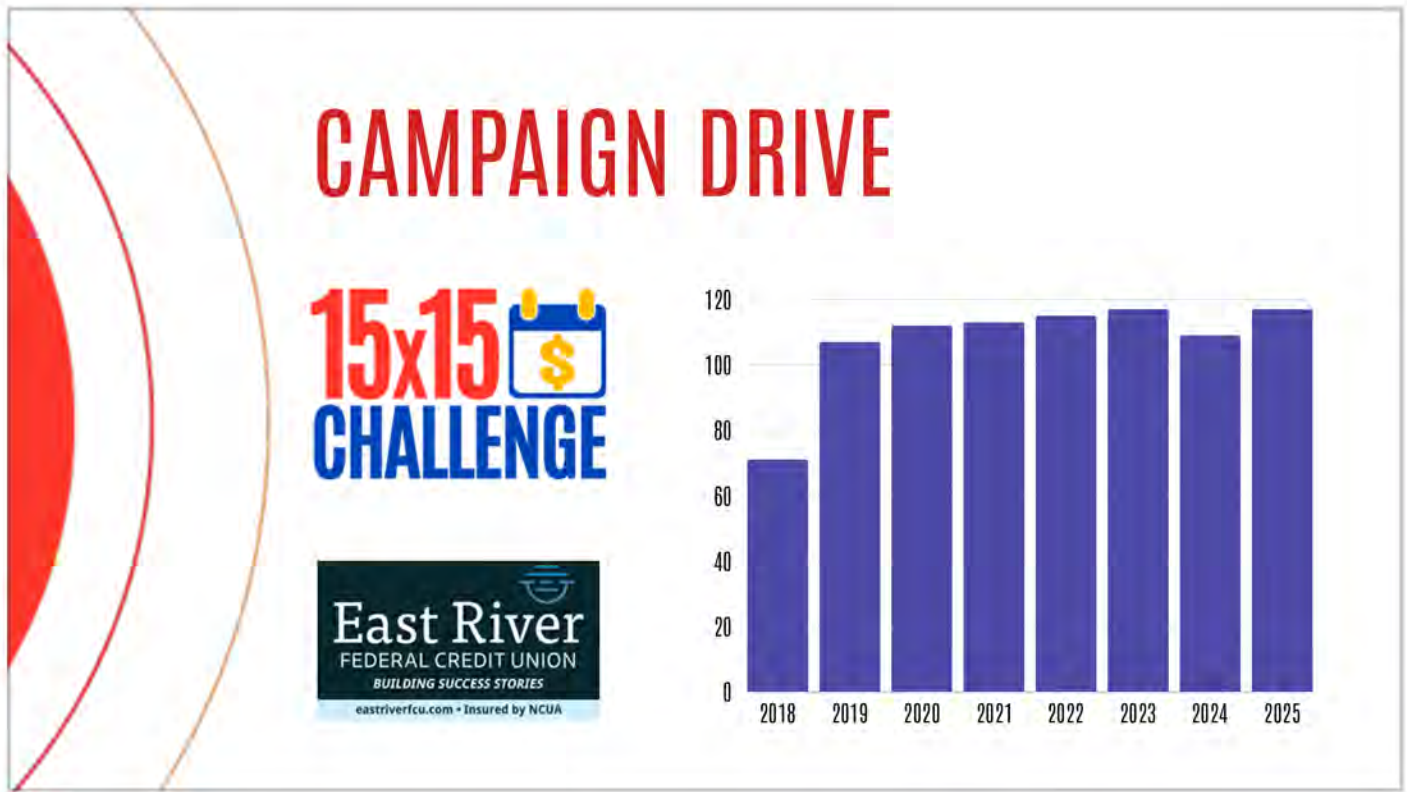
East River
FEDERAL CREDIT UNION
BUILDING SUCCESS STORIES
eastriverfcu.com • Insured by NCUA

Returning this year with our campaign drive is the 15x15 Challenge!

Sponsored by East River Federal Credit Union, this promotion asks you to pledge at least \$15 a month in 2027 and submit that pledge form to us by November 15. For reference: A gift of \$15 a month adds up to \$180 a year.

If you qualify, you're entered into a drawing for a \$500 gift card.

East River has committed to drawing two winners again this year, so we thank them for their generous sponsorship.



The credit union has been our partner in this promotion since 2018.

We average 94 qualifiers a year--last year there were 117--and we can link this promotion to \$155,000.



CAMPAIGN DRIVE

Interlakes Area United Way

HEART CLUB



- Annual giving levels of **\$500 or more**
- Bronze, Silver, Gold, Platinum

\$500-\$749 | \$750-\$999 | \$1,000-\$1,999 | \$2,000+

PAY PERIODS	\$500 BRONZE MEMBER
Weekly (52 paychecks/year)	\$9.62 / pay period
Biweekly (26 paychecks/year)	\$19.24 / pay period
Semimonthly (24 paychecks/year)	\$20.84 / pay period
Monthly (12 paychecks/year)	\$41.67 / pay period

Another incentive I'd like to remind or introduce you to is our Heart Club.

If your annual gift to United Way is \$500 or greater, you're designated as a Heart Club member in one of four giving levels: Bronze, Silver, Gold or Platinum.

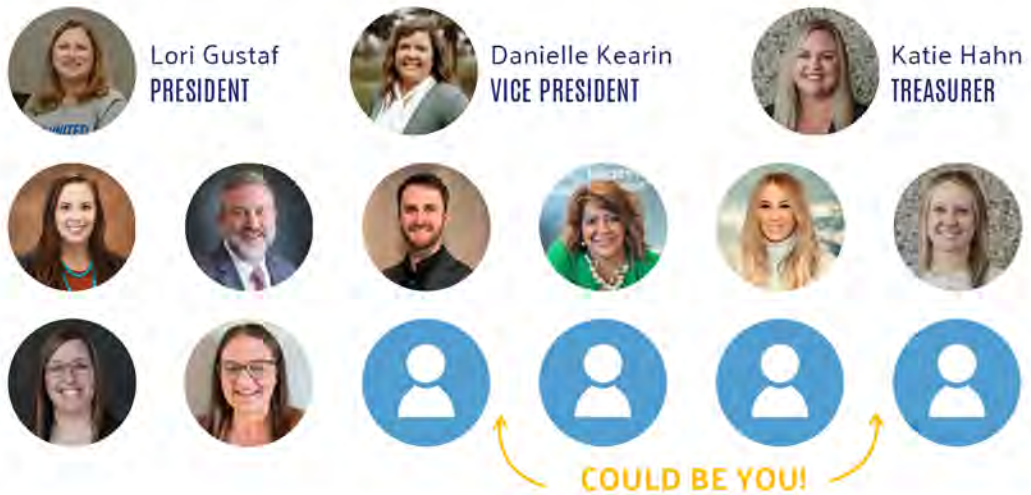
Heart Club Members are recognized on our website as well as at our Annual Meeting and receive a commemorative plaque.

Heart Club members can be individuals or businesses - all based on annual gift during campaign (not WIN BIG Raffle, for instance).

Last year, our Heart Club members accounted for more than \$88 thousand dollars, which is approximately HALF of what we awarded in grant funding. When many people give generously and consistently, those gifts build dependable support for our community partners.

Just to help - we did the math on what your donation would look like through payroll deduction to qualify as a Bronze Heart Club member, which is the lowest threshold at \$500 to \$749.

GET INVOLVED



Beyond donating to our campaign, another way you can get involved is by joining our volunteer board of directors.

Our by-laws allow for up to 15 members representing a cross section of the area served.

We currently have 4 vacancies on our board. We are in need of more representation from Moody and Miner Counties as well as greater Lake County.

For example, we don't have any members based in Moody County, yet on average, two-thirds to one-half of our Community Partners support Moody County.

We see a similar situation in Miner County.

We'd also like to have more members from more diverse industries. Nearly half of our board works for an energy provider, and two members work in finance.

It would be beneficial to have perspectives from healthcare, education, local government, economic development, small business owners and others.

Please reach out if this interests you.



GET INVOLVED

DONATE

Give your way – online, payroll, planned giving.

➔ interlakesunitedway.org/donate

PARTNER

Strengthen our area through collaboration.

➔ interlakesunitedway.org/partner

VOLUNTEER

Make a difference with the gift of your time.

➔ interlakesunitedway.org/volunteer

JOIN

Connect, lead, and create lasting change.

➔ interlakesunitedway.org/join

As we close, just like to remind you there are several ways to be part of this work: donate, volunteer, or partner with us through your business or organization.

As you consider how or whether you'd like to be involved, I hope you'll remember the people behind the numbers and stats shared today--the child receiving dental care, the senior receiving a meal, the family finding support, and the newborn traveling home safely. Think about the stories and the impact we can create together.

Thank you!



Thank you for giving us your time, for hearing our story, and for considering how you can share in our mission.