

UNITED, WE
ARE STRONGER!

2021 Campaign

Marshalltown Area United Way

United
Way



Dear Community Members,

It's has been a pleasure to serve as the new Executive Director since January of 2021! When I began in January, I had the opportunity to experience the allocation process which is when each of the Partner Agencies present to our Board of Directors that are split into two review panels consisting of nine board members each. The agencies talk about how their specific program(s) will address needs of individuals/families in our community the coming year.

Sitting in on the two evenings of allocations gave me direct insight of how much goes into the programs and why they are incredibly important; giving people a chance to thrive and reach their highest potential. I cried both evenings as I drove home reflecting on the stories about community members that were faced with tremendous struggles in the midst of a pandemic, those that had lost their jobs, those that struggled with mental health as they faced isolation from friends & loved ones and those that were navigating how to provide necessities for their family on reduced hours. So many of us faced challenges over the year, yet the support was unwavering from our donors! It was impressive, inspiring, and humbling to witness our community pulling together, willing to lend a helping hand and financially contribute. This is just one of the reasons I love Marshalltown area! It's a community that displays this year's theme for the Annual Campaign – **United, We Are Stronger!**

Our campaign goal this year is \$800,000. Campaign Co-Chairs, Kris & Shannon Naughton and I recognize there is an increased need to raise more funding in order to support one of the new Partner Agencies, The Bridge Home, which addresses shelter and continuum care to those that find themselves in a housing crisis or needing shelter. We are grateful to have The Bridge Home serving the Marshall County area as it fulfills a critical unmet need in our community.

Outside our new agency, there are 27 other Partner Agencies. Each agency supports at least one of the three core United Way's focal points: **Education, Health, and Financial Stability.**

In closing, I genuinely thank you for your support over the years and ask that you consider providing an increased donation. If you haven't financially given before, please visit our website www.unitedwaymarshalltown.org to gain a better understanding of the 27 agencies with a total of 34 programs that operate in our community. Overall, 98.5% of your contribution stays in Marshall County to support the following areas:

Promoting Self-Sufficiency – *Programs that promote inclusivity, enable all people to be as self-sufficient as possible and participate in the community.*

Developing Successful Children & Youth - *Programs that build developmental assets and provide services to children and youth.*

Supporting People in Crisis - *Programs that provide food, shelter, and support to people during a crisis or disaster.*

Strengthening Families & Communities - *Programs that provide families information, support, and counseling and that promote good health and volunteering.*

Please join me in being part of the positive impact by showing your support.

Sincerely,
Kendra Sorensen
Executive Director

The 2021-22 United Way Goal is \$800,000

Marshalltown Area United Way

Temporarily in Y Cultural Center - 705 South Center Street, Marshalltown, Iowa 50158

(641) 752-4688 • www.unitedwaymarshalltown.org

2021 Campaign Kick-off!

The Marshalltown Area United Way kicked off their 91st annual campaign on September 16th at the YMCA-YWCA. Highlights of the event included a message from the Campaign Co-Chairs, Kris & Shannon Naughton, agency representation, and viewing of the campaign video, produced by Mark Osmundson of KDAO.

This year JBS partnered with United Way and was tremendously generous in providing smoked ribs for a freewill donation along with additionally sponsoring a truckload pork sale with all proceeds benefiting the United Way. We would like to thank JBS for supporting the kickoff and also the following financial institutions for sponsoring the sides & refreshments:

Citizens Savings Bank • Farmers Savings Bank • GNB Bank • Great Western Bank
Lennox Employee Credit Union • Members 1st Community Credit Union • Pinnacle Bank
United Bank & Trust • Wells Fargo Bank.

A sincere thank you to Carol Hibbs/YMCA-YWCA Staff for providing assistance and a location to host the event!
We also want to thank everyone who attended and showed their support!

Sponsored By:



Scan to donate to the
Annual Campaign



UNITED, WE ARE STRONGER!
Marshalltown Area United Way

Leadership Circle

More than 400 individuals & businesses have become members of the Marshalltown Area United Way Leadership Circle. Members of the Leadership Circle have demonstrated a commitment to the United Way and the success of the 28 partner agencies by giving at one of six levels.

The levels include:

Marble \$250-\$349	Bronze \$350-\$549	Silver \$550-\$749
Gold \$750-\$999	Diamond \$1,000-\$2,499	Platinum \$2,500+

Your financial donation is extremely important to meet this year's goal of \$800,000. We hope you will join us in taking the opportunity to make a difference and impact the lives of many in our community. It is investing in the people we call our families, friends, and neighbors.

Mike and Phyllis Mazour | Leadership Circle Co-Chairs

Day of Caring Tuesday, Sept. 21st, 2021

Day of Caring is an opportunity for local businesses to allow their employees to interact with a United Way funded agency. Volunteers from these businesses wash windows, landscape yards, clean, organize, paint, sew, and much more! It gives volunteers the opportunity to help agencies that are usually so focused on providing services to clients, that some tasks at the bottom of their priority list need attention. It also gives volunteers a better, more in-depth appreciation for the hard work that the agencies do each day of the year. Last year over 100 volunteers participated at 12 locations!

This opportunity is available to all businesses willing to allow their employees paid time off the job to help agencies in Marshalltown. If your business and employees are interested in volunteering for a future Day of Caring please contact the Marshalltown Area United Way office at 752-4688



Power of the Purse

Thursday October 14th | 6pm - 9pm

Elmwood Country Club | 1734 Country Club Lane
— Guests Need Not Be A Club Member To Attend —

Sparkling Beverage & Hors D'oeuvres
Live & Silent Auction Items | Unique & Practical Purses

Tickets Available At

SOLD OUT!

All Proceeds Directly Benefits The Marshalltown Area United Way

2021 POWER OF THE PURSE COMMITTEE

**Karen Bursley
Cherra Meloy
Linda Von Holten**

**Erin Krough
Kelli Thurston
Kim Yates**

**Deb Imsland
Liv Callaway
Kendra Sorensen**

UNITED WE LIFT UP OUR COMMUNITY.

Every day, individuals in our community struggle with issues that seem impossible to solve. With your support, we can continue making a difference and helping those in need.

United, We Are Stronger!



Promoting Self-Sufficiency

426

Individuals benefited from programs that help encourage inclusivity, enable all people to be as self-sufficient as possible & participate in the community.



Supporting People in Crisis

3,706

People received assistance from programs that provide food, shelter & essential support during a crisis or disaster.



Developing Successful Children & Youth

4,811

Children and youth participated in programs that help build developmental skills & provide additional enrichment resources.



Strengthening Families & Communities

2,103

Individuals utilized programs that provide families information, support, and counseling along with promoting good health & volunteering.

United Way Foundation

Relying solely on annual gifts can be a risky practice for any organization. Wise strategic planning and program development require predictability in future income. Needs in our community will certainly continue, and annual gifts alone cannot provide long-term financial security. To meet these challenges, in 1996, the Marshalltown Area United Way established a foundation after receiving a \$5,000 memorial gift.

The foundation was established and organized so people of corporations would have an option to make a sizable donation with only the interest generated from the gift being used in the annual campaign. The gift becomes a perpetual gift in helping to support the annual campaign. Only 75% of the interest generated from foundation gifts are used. The other 25% is reinvested with the original gift so that it may continue to grow over the years.

If you are interested in making a perpetual gift or naming us in your estate planning, please contact Kendra Sorensen at 641-752-4688 or e-mail us at office@unitedwaymarshalltown.org.



The Marshalltown Area United Way 91st Campaign in celebration with the Community, to reach our goal of \$800,000

- I would be happy to support this year's Campaign!
- I would be happy to give an additional \$ _____ to this year's Campaign!

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone Number: _____ Amount Enclosed: \$ _____

- **98.5% of all \$\$\$ raised stay in Marshall County!**

Let's Stand UNITED because United, We Are Stronger

Please mail to:
Marshalltown Area United Way
705 South Center Street,
Marshalltown, IA 50158



2021 Campaign Cabinet

Campaign Co-Chairs

Kris & Shannon Naughton

Campaign Vice-Chairs

Jeff Schneider & Alyce Quastad

Public Service

Katie Fink
Jarret Heil
Geoff Hubbard
Sarah Rosenblum
Jeff Vance

Commercial Co-Chairs

Doug Beals
Cindy Brodin
Jennifer Hass
Maria Ortiz

Residential

Joe & Peggy Hannam

Professional Chair

Jeff Linton

Rural

Jill Bidwell

Industrial Chairs

Scott & Kari Kilstrom

Leadership Circle

Mike & Phyllis Mazour

Educational Chairs

Chris Brees
Val Ruff
Lindsay Stanton

Publicity Co-Chairs

Tim Hoffman
Mark Osmundson
Andrew Potter

Events & Marketing Coordinator

Liv Callaway

Administrative Assistant

Deb Imsland

Executive Director

Kendra Sorensen

Board of Directors

Chris Jones, President

Katie Fink

Brandon Buck, Vice President

Jennifer Hart

Terry Gray, Past President

Mark Henson

Sam Upah, Treasurer

Gail Hull

Kendra Sorensen, Secretary*

Samuel Ibarra

Nan Benson

Deb Kerr

Matthew Brodin

Lisa Koester

Toby Brimmer

Gary McKibbin

Crystal Estabrook

Gabriela Vargas-Avalos

*Non-voting member



**UNITED, WE
ARE STRONGER!**

2021 Golf Event Committee

Lisa Koester, Matt Beadia, Gary Schaudt, Janelle Prushu, Andrew Prusha, Kim Yates

Sponsored By:
SagePoint
FINANCIAL

On behalf of the Marshalltown Area United Way we would like to say thank you to everyone who came out and supported our golf tournament this past Friday. A huge thank you to Gary Schaudt - SagePoint Financial for graciously being the event sponsor again this year and Woodruff Construction for cart sponsorship.

Thank you to JBS for donating the pork for our evening meal and Haley's Deli for catering. Independent Insurance for providing the opportunity to win \$10,000 with a Hole in One. We would also like to thank the following people & businesses for exclusive hole sponsorships: Bickford Senior Living, Premier Real Estate -Fauna Nord & Kelli Thurston, Glenwood Place, Great Western Bank, Iowa River Hospice, JBS, Lennox Industries and Wolfe Eye Clinic. Regular hole sponsors were Bankers Advertising -Peggy Hannam, Bowman & Miller PC, Casey's, Electric Supply of Marshalltown, Emerson, Farmers Insurance -Wade Johnson, McFarland Clinic, Mitchell Family Funeral Home, Pinnacle Bank, SNT Trucking & Warehousing, State Farm Insurance - Mike Peschong, TSP Architecture, Engineering and Planning, US Bank, Wayward Social, Wells Fargo Advisors -Jeff Isgrig & Jim Hung and Zeno's.

Thank you to the following people and businesses for your donations of door prizes, golf balls, or other items: Bankers Advertising -Peggy Hannam, Blank Park Zoo, Calvin Rockett Bar & Grill, Emerson, Fareway Grocery Store, Farmers Savings Bank, Fridley Theatres, Gary Schaudt, GNC, JBS, Jiffy Gas Station, KC Royals, Legends American Grill, Joe Hannam, Premier Real Estate -Matt Brodin, Tannin Wine Bar, Theisen's, TSP, Inc., United Bank & Trust, Vaughn's Pub, Wayward Social and Zeno's. Also, thank you to Paul and Pam at the American Legion. You are both amazing to work with. Finally, thank you to all the volunteers that came out and helped make this day a success. Without all these people and the golfers this event wouldn't be possible. Hope to see you next year.

Congratulations to the Golf Tournament Winners!

Championship Flight:

1st Place: Jeff Vance, Nate Vance, Jon Vance & Lachlan Barker

2nd Place: Nate Minkle, Cam Kickbush, Travis Hunt & Peter Collison

1st Flight:

1st Place: Kathy Cox, Henry Keen, Deb Ewoldt & Denny Gould

2nd Place: Stephen Sheets, Chad Hillers, Justin Allen & Sean Lewis

2nd Flight:

1st Place: Cory Payson, James Ryan, Dave Delagardelle & Jodi Stumbo

2nd Place: Jeff Tice, Kent Carson, Emily Carson & Jody Anderson

Champion Flight Golf Winners



Pictured from left to right:
Nate Vance,
Lachlan Barker,
Jon Vance
& Jeff Vance.



**The 2021 United Way Goal is \$800,000 What's Raised Here, Stays Here
You can help for only cents a day**

2021-22 Marshalltown Area United Way Campaign Co-Chairs Kris & Shannon Naughton

We were surprised and honored to be asked to Co-Chair for the 2021 Marshalltown Area United Way Campaign!

The two of us are immensely proud to call Marshalltown our home! We have both been heavily involved in our community for decades while helping to run and now owning the family business that will begin its 50th year in August 2021.

Kris is currently a Rotarian and Co-President of the Marshalltown Ambassadors while Shannon is highly active in Assistance League of Marshalltown.

Due to our strong service commitment that we provide to others, we felt it would be a privilege to help Marshalltown Area United Way raise the funds needed to improve the lives of people in our community.

We know that Marshall County has residents that require assistance and United Way funds a huge portion of that support. They have procedures in place that allow them to aid 28 different agencies that deliver crucial funds to keep critical services available.

In the past three years, our community has been faced with not one or two, but three major blows. While some were still recovering from the 2018 tornado and began facing uncertain times with COVID, our community was hit by the Derecho last fall. Our neighbors, friends and family have had to pull together in ways that they never have done before.

We NEED YOUR HELP in supporting Marshalltown Area United Way so that they may provide relief where it is needed most - because United, We Are Stronger!

Together, we will triumph! Be part of how our community survives and thrives - show your support by donating today and helping us reach our 2021 goal of \$800,000!

Best Regards,

Kris and Shannon Naughton

Owners of ServiceMaster of Marshalltown

Celebrating 50 years - Thank you Marshalltown!!!



United Way Campaign 2021

Together We Can Make A Difference in Marshall County

We are proud to say Marshalltown Area United Way received the 2021 BIG THUMBS UP. Annually all United Ways in the United States complete the membership certification to confirm their status on each requirement of United Way Worldwide membership, including their status of indicators of compliance. This year there were 13 sections to complete, and the reporting was extensive. However, it's important as it reflects our integrity & commitment to our donors, volunteers, and community members.



Marshalltown Area United Way welcomes NEW Partner Agency The Bridge Home

The Bridge Home is a non-profit organization devoted to bridging the gap between homelessness and housing by providing shelter, support, and inspiring a pathway forward for individuals and families experiencing or on the verge of homelessness.

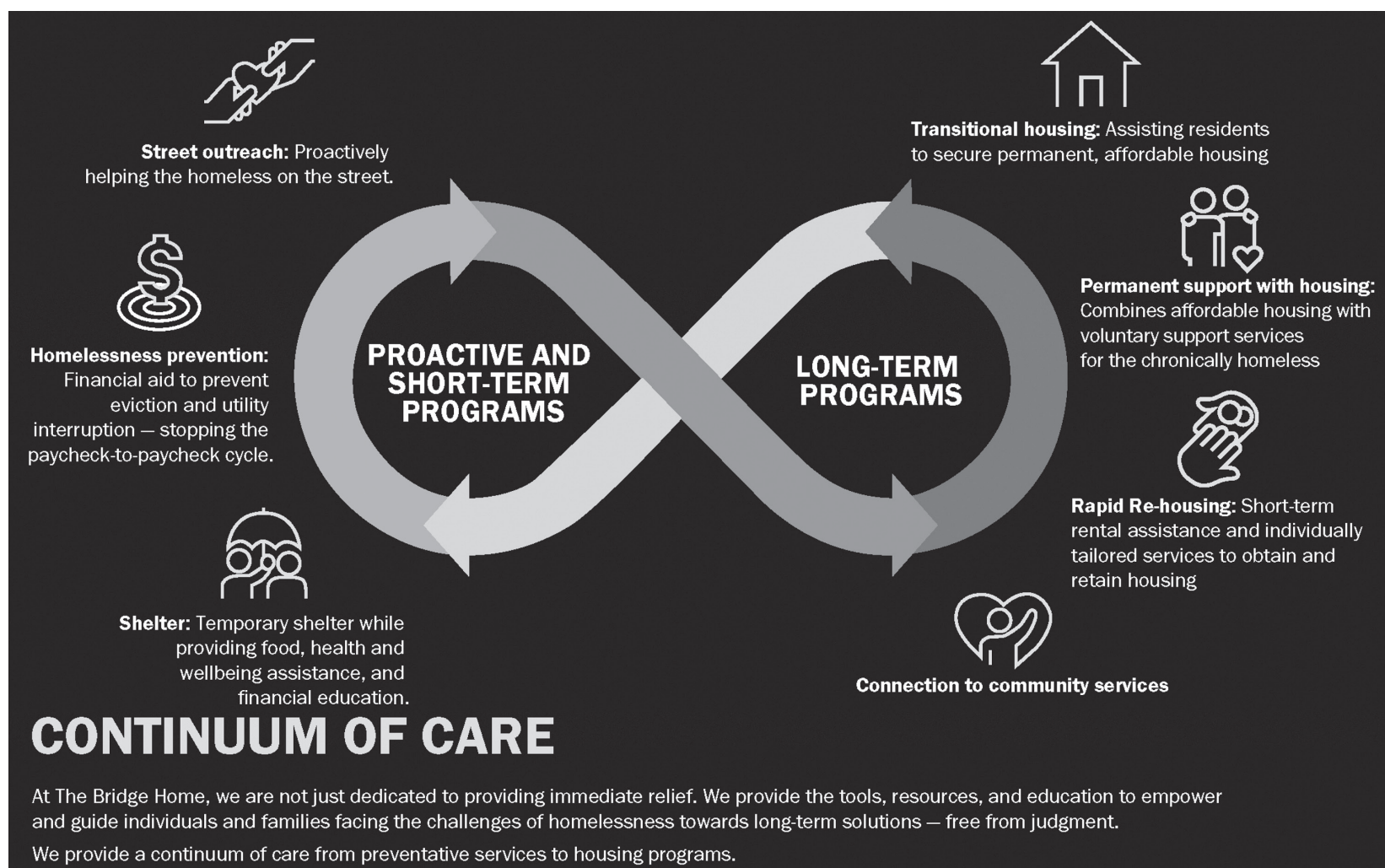
Founded in 1985 to address the growing need of individuals and families requiring shelter, a trend that continues today, they are the only organization in the Two Rivers Region dedicated to ending the cycle of homelessness among single men, women, and families. In the last year alone, we have proudly served over 1,365 people, with more than 4,000 meals and 10,000 nights of shelter. The Bridge Home is directed by Executive Director, Jodi Stumbo and the main campus is located in Ames, Iowa. The Bridge Home hopes to have a facility in Marshalltown in the near future.



*Helping you navigate
through life's hardships.*

For more information visit the website: www.thebridgehome.org

If you or someone you know might benefit from the services that The Bridge Home provides, call 515-232-8075 or email tbh@thebridgehome.org



OUR MISSION - We walk with those who have fallen on hard times to help them find hope and a home.

OUR VISION - We will build on our success to become a model service provider by implementing cutting edge best practices.

OUR VALUES - Inclusiveness, Hospitality, Respect, Self-empowerment, Compassion, Hope.

AREA OF SERVICE - The Bridge Home serves the Two Rivers Region in central Iowa, comprising Story, Boone, Greene, Hardin, and Marshall counties.

2022 Partner Agency Listing

ACCESS (Domestic & Sexual Abuse Services)	855-983-4641	Iowa Legal Aid (Legal Assistance for Low-Income)	800-532-1275
Al Exito (Youth College & Career Success)	(DV) 800-203-3488 (SA) 515-480-0904		or 800-272-0008 Spanish
American Red Cross of Central Iowa (Disasters)	515-243-7681	Iowa River Hospice (Bereavement Program)	641-753-7704
	800-733-2767	LeGrand Community Center (LEAP Youth Program)	641-479-2464
Arc of Marshall County (Weekly & Summer Activities)	641-751-2144	Marshalltown Senior Citizens (Senior Activities)	641-751-6534
Bobcat University – formerly known as Spread the Words, Read by Third! (Literacy Programming)	641-752-7162	Marshalltown Youth Foundation (Youth Fee Assistance)	641-753-5523
Boy Scouts, Mid-Iowa Council (Youth Development)	515-266-2135	Mid-Iowa Triumph Recovery Center (Peer Support Mental Health)	641-751-7656
Caring Center (Clothing, bedding, housewares)	641-752-7112	Mid-Iowa Workshops, Inc.	
Center Associates (School Based Youth Services)	641-752-1585	(Supported Employment, Intellectually Challenged)	641-752-3697
Central Iowa RSVP (55+ Volunteer Recruitment)	641-752-0279	Northeast Iowa Area Agency on Aging	
Central Iowa Sea Cadets (Youth Development)	641-752-0861	(NEI3A) (Senior Assistance)	641-753-4648
Child Abuse Prevention Services	641-752-1730	Rapha Reins (Equine Therapy)	641-750-5353
• Building Healthy Families (Parent Education/Support)		Salvation Army (Emergency Assistance, Basic Needs)	641-753-5236
• Crisis Child Care (Emergency Care)		The Bridge Home (Shelter, Support & Continuum of Care)	515-232-8075
• Crisis Intervention (Crisis Resolution)		YSS of Marshall County	641-752-2300
• Sexual Abuse Prevention		• Crisis Intervention (24/7 Support Line)	
• Adolescent Sexual Health Education		• Transitional Living Program	
CIRSI (Support, Intellectually/Physically Challenged)	641-752-5762	• HOPE (Hispanic Outreach)	
Compassionate Friends (Bereavement for Loss of Child)	641-752-6983		
Girl Scouts of Greater Iowa (Youth Development)	800-342-8389		
Heart of Iowa Big Brothers Big Sisters (Youth Mentoring)	641-753-6370		
House of Compassion (Client Services & Meals)	641-752-5999		

Marshalltown Area United Way

Temporarily Located in the Y Cultural Center on 2nd Floor, 705 South Center Street
Marshalltown, Iowa 50158 • Phone:(641) 752-4688



Follow us on Twitter

www.UnitedWayMarshalltown.org
office@unitedwaymarshalltown.org



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