

United Way of Southwest Colorado



FY 2013-2014 Annual Report

2013 -2014 was a building year for United Way of Southwest Colorado. The annual fundraising drive, which ended in June 2014, generated \$613,821 which was lower than we had aimed. Some of our long-time workplace partners suffered business challenges that contributed to our decreased fundraising for this year. United Way continued moving toward becoming a Community Impact organization, with increasingly strategic funding, allowing it to make an even bigger impact on our community's problems.

About United Way

United Way's history of service to residents of Southwest Colorado began in 1972. Over the past 44 years, United Way has helped tens of thousands of local citizens who were in need through the work of our Community Partner Agencies. United Way continues to coordinate our partner agencies towards community level change goals in Education, Self-Reliance and Health. Today, United Way serves the five counties of Southwest Colorado – Archuleta, Dolores, La Plata, Montezuma, and San Juan Counties. Donations made to United Way stay in the county/region in which they were made from so that donors are supporting efforts and causes in their own community. Over the past decade, United Way has generated over \$7 million for Southwest Colorado.

2013-2014 Campaign

The region-wide goal for the 2013 campaign was \$756,735. In April 2014, United Way announced raising \$613,821. While we were short of our goal, we still raised a significant amount during a time of transition. This is an indicator that the local economy in Southwest Colorado is stable and likely improving steadily.

The annual fundraising drive total was achieved through a combination of employee giving via payroll deduction, corporate gifts, one-time gifts from individuals, and special events. Approximately 200 businesses either allowed employees to contribute via payroll deduction, or made a corporate gift, or both. Approximately 250 individuals (outside of a specific workplace) made a donation to the campaign. Finally, nine separate fundraising events were held with numerous supporters, both businesses and individuals. While United Way does not release the names of individual donors, we can provide detailed information on the business supporters of our campaign and of our events. Call the home office in Durango at 970-247-9444 to learn more.

Sixty-five percent of United Way's 2013-14 campaign support came from donation from employees and from corporate gifts that augment employee giving. The rest of the campaign funds came from special events and individual givers who make one-time donations.

2014-2015 Campaign - Underway

Our current fundraising campaign started in July 2014 and is continuing into 2015. Our new goal is set at \$724,000. We expect the make-up of contributors to be substantially similar to the previous campaign. The funds raised from the current campaign will be disbursed throughout 2015 to the partners that were identified in June of 2013 (see “Community Investments 2014” below).

2013-14 Financials and Reporting

United Way operates on a July 1 to June 30 fiscal year. Our most recent audit was completed for FY 2013 – 2014.

United Way continues to operate efficiently. The most recent audit showed an overhead rate of only 21.85% (calculated according to CCC reporting standards from 990 figures). To verify this rate, United Way’s FY 2013-2014 IRS Form 990 and FY 2013-2014 audit are available for inspection by contacting our office at 970-247-9444. These documents can also be downloaded from our website unitedway-swco.org, or from other charity watchdog groups such as www.Guidestar.org.

The total revenue for the organization for this fiscal year was \$1.07 million.

Furthermore, while the costs to the organization for the fiscal year were 21.85% (AFR), United Way’s audit shows who pays for these costs. United Way uses its special event revenue to cover the vast majority of these costs. Total special event revenue was \$161,664.

The costs to core workplace donors then are only 7.9%, meaning 92.1% of our core donor’s gifts were invested back into our community.

United Way’s Finance Director Valorie Peduto, Board Treasurer Randy Hagen and the Finance Committee did a great job keeping expenses down and collections up.

United Way also completes annual reporting requirements to United Way Worldwide. All requirements were met and our membership status was approved by United Way of Worldwide for 2014. United Way also adheres to all state and federal laws that govern nonprofit organizations. To confirm United Way’s status in Colorado, visit www.sos.state.co.us and click on Charity and Fundraiser Search under the Business and Licensing section.

Community Partner Agencies and members of our government fundraising federations are not charged any fees or dues to receive United Way funding.

The sources of United Way’s annual revenue can all be found in our annual audit. In summary, sources of annual revenue are:

- donations from employees (private business and government)
- corporate gifts
- donations from individuals
- supporters of special events
- interest income

- in-kind donations
- City of Durango Human Service Block Grant
- La Plata County Human Services Allocation Process Management
- Income for several direct financial assistance programs where United Way serves as the fiscal agent

The detail on the uses of the annual revenue can also be found in the audit. In summary, our expenses are as follows:

Administrative expenses

Fundraising expenses

Program expenses

Funding to nonprofit organizations and local causes (more information on this can be found in the 2014 Community Investments section)

2014 Community Investments

Local volunteers in United Way's five-county service area (Montezuma, Dolores, San Juan, La Plata and Archuleta) determined in advance of the 2013-14 fundraising drive where the money that was raised should be invested. Forty nonprofit organizations received partner agency status. In total, 63 programs operated by these 40 partners were recommended for an investment from United Way. Funding was sent to these organizations in 2014 on a quarterly basis as it was collected from the pledges made to the 2013 campaign. Collectively, United Way's community investment volunteers spent hundreds of hours reviewing local nonprofit agencies.

See the attached list for the names of all organizations funded and their funding amounts.

Additionally, the City of Durango has placed its trust in United Way to recommend to it how to best invest the funds it has for health and human services in the best nonprofit organizations serving the City. In 2013, the City of Durango approved United Way's recommendation to invest a total of \$192,400 in a total of 18 local nonprofit programs.

2015 Community Investments

The partner organizations and amounts remain in place again for 2015 without changes because we are operating on a two-year cycle.

Additionally, the City of Durango has placed its trust in United Way to recommend to it how to best invest the funds it has for health and human services in the best nonprofit organizations serving the City. In late 2014, the City of Durango approved United Way's recommendation to invest a total of \$203,910 for 2015 in a total of 20 local nonprofit programs.

2014 Staff and Volunteers

United Way operated most of the year with 2.5 Full-Time Equivalent staff hours spread among 4 employees. Finance Director, Christine Imming, left United Way in November 2013 to take a position at another local non-profit agency. She continued to work part-time to help support the mission of United Way during this transition period. A new Finance and Operations Manager, Valorie Peduto, was hired in March 2014. Lisa Jensen, Community Relations

Coordinator in Archuleta County, left United Way in April of 2014 and the board decided not to fill that position for at least a year. The Durango office staff members are currently covering all operations for Archuleta County. The President and Chief Executive Officer, Lynn Urban, has been in the position since February 2013.

A list of United Way's board members for 2014 is below.

Heath Corley, President, Comcast Spotlight
Randy Hagen, Treasurer, First National Bank of Durango
Scott Bloom, Secretary, Owner of Stewart Title
Jay Wood, President Elect, Southwest Healthnet
Gigi Baty, Fort Lewis College
Shawn Candelaria, First Southwest Bank
Ward Holmes, Four Corners Broadcasting
John Moore, Tafoya, Barrett, and Associates (CPAs)
Jarrod Nixon (leave of absence), Coldwell Banker
Kellie Willis, The Pinon Project
Sue Kaiser (left board during 2014), Fort Lewis College
Joe Kusar (left board during 2014), Bank of Colorado
Roseann McDermott (left board during 2014), La Plata Family Center Coalition

Please see board and staff list attached to the end of this report for contact information.

Additionally, we recruit and coordinate over 200 volunteers for a variety of projects around the region including special events, service projects, and other needs that arise throughout the year.

Other

Our partner agencies are not charged any fees or dues to be a partner agency with United Way of Southwest Colorado. We simply make sure that each partner agency is operating efficiently and effectively by comparing their operations to best practices for leading nonprofit organizations.

At United Way of Southwest Colorado, we work to support our partner agencies in ways other than funding as well. In 2014 we helped to provide training sessions related to outcome leadership, management, and healthcare benefit administration in partnership with other organizations.

United Way continues to coordinate our partner agencies towards community level change goals in Education, Self-Reliance and Health. Please see our website for a list of our goals in each area.