

# 2025 UNITED WAY CAMPAIGN



[SEUW.ORG](https://seuw.org)



# SEUW INTRODUCTION

Help To Give Hope.

- Funds **74** programs through **38** agencies in the Sioux Empire
- Serves **1 in 3** individuals
- Funds stay **local**
- Operates with just **9** paid staff and hundreds of volunteers



# WHO WE'RE FIGHTING FOR

## CHILDREN

83% of Sioux Falls school-aged children live in households where all parents work outside the home.

## VULNERABLE ADULTS

The US Census Bureau estimates that 40,861 in the Sioux Empire four-county area are aged 65 or older, while 28% of older adults have a disability and 8% live below the poverty level.

## PEOPLE IN CRISIS

In South Dakota, 46% of adults in need of mental health services do not receive counseling or other types of treatment.



**+33 COMMUNITIES**

Serves 33 communities in our 4 county area



**90% DONATION**

Nearly 90 cents of every dollar goes directly to programs







## CHILDREN

Sioux Empire United Way invests in our community's youth by providing quality early childhood education, safe spaces for school-age youth, and accessible mental health care through schools. Investing in children means investing in our community's future.

- 1,044 children attended quality childcare and early education programs.
- 4,676 youth were provided access to services to fill out of school time with safe and educational programming.
- 26,296 youth were provided with mentoring and enrichment opportunities through community programming.
- 1,728 children and youth were provided access to mental and physical health services like counseling, advocacy, dental, and speech and language therapy.





## VULNERABLE ADULTS

Sioux Empire United Way is committed to providing assistance to help vulnerable adults maintain their independence and their sense of community.

- 747 adults benefited from services and programs aimed at fostering stronger community ties, enhancing their quality of life, and broadening their range of experiences.
- 6,474 individuals received supervised care, transportation, or services to allow for continued independent living.







## PEOPLE IN CRISIS

In times of uncertainty, at-risk populations need a place to turn. Stable housing, access to food, and mental health services are all made possible through your support of Sioux Empire United Way.

- 14,484 individuals and 1,748 families utilized services that provide access to transitional and stable housing, community resources like financial literacy training, and more.
- 3,416 individuals were provided access to mental health care, counseling, and support services.
- 42,979 inquiries were answered and provided information, resources referrals, and volunteer opportunities.







# 2025 FUNDING DECISIONS

- Two-year funding cycle
- Approximately 60 volunteers
- 1000+ hours
- 38 agencies, 74 programs

**1000+**  
Hours

**60+**  
Great Volunteers

**38**  
Agencies



# HOW DO WE DECIDE WHAT PROGRAMS GET FUNDING?

Programs must demonstrate the following:



## NEED

Clear need within the community



## OUTCOMES

Strong impact/outcomes



## MANAGEMENT

Overall efficiencies/effectiveness



## FINANCING PATTERN

Financial need for SEUW support







2025 PARTNER NONPROFITS | 38 NONPROFITS | 74 PROGRAMS



# 2025 CAMPAIGN GOAL

**\$9,203,748**



# HEART CLUB



**Heart Club** is the leadership giving program of Sioux Empire United Way

Any individual/couple who gives **\$500 or more (about \$10/week)** is considered a Heart Club member





## HEART CLUB

- Rising Heart (\$250 - \$499)
- Golden Heart (\$500 - \$749)
- Golden Heart Plus (\$750 - \$999)
- Grand Heart (\$1,000 - \$1,499)
- Grand Heart Plus (\$1,500 - \$1,999)

## HEART OF A LEADER

- Bronze (\$2,000 - \$3,499)
- Silver (\$3,500 - \$4,999)
- Gold (\$5,000 - \$9,999)

## ALEXIS DE TOCQUEVILLE SOCIETY

- Membres de la Société (\$10,000 - \$24,999)
- Ordre de Liberté (\$25,000 - \$49,999)
- Ordre d'Égalité (\$50,000 - \$74,999)
- Ordre de Fraternité (\$75,000 - \$99,000)
- La Société Nationale (\$100,000 - \$249,000)



# RISING HEART

**Rising Heart** is Sioux Empire United Way's introductory level to Heart Club



Givers make a minimum pledge of **\$250 (or \$5/week)** with a plan to increase their pledge over six years to **\$500 (or \$10/week)**



# HEART CLUB - THEN AND NOW

## 1984 CAMPAIGN

Started with  
**124 INDIVIDUALS**



**ONLY 4%**  
of the Campaign Total

## 2024 CAMPAIGN

Now at  
**6,421 INDIVIDUALS**



**JUST OVER 62%**  
of the Campaign Total  
(Contributing \$5,572,752)



**THANK YOU!**



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