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## **United Way of the Black Hills to announce new direction at community leaders breakfast**

**RAPID CITY, S.D.** — On Tuesday, January 21, 2020, United Way of the Black Hills hosted agency organizations throughout the Black Hills area for a luncheon and announcement of a new transition in United Way operations to a stronger community impact model.

"We've supported a community needs assessment of the Black Hills area in order to truly understand what is a priority for our area," explained United Way of the Black Hills Executive Director Jamie Toennies. "With the results, it is evident it is time for a shift in approach to make a difference."

With a strong target on root causes of community issues, the new community impact model will focus on strategic initiatives toward a healthier change.

"After years of planning, we are excited to begin this new strategic approach," said Barry A Hoogland, Vice President of US Bank and Board President of United Way of the Black Hills. "We look forward to partnering with non-profit agencies to come up with long-term solutions to our communities greatest needs."

To launch the next chapter of United Way of the Black Hills, community leaders will gather on Wednesday, January 22, 2020 at the Rushmore Plaza Civic Center to learn the ins and outs of the new model. **Speakers will include Rapid City Mayor Steve Allender; HR Manager of Couer Wharf, Kim Huber; Regional Economist from Black Hills Knowledge Network, Dr. Jared McEntaffer; and President and CEO of Black Hills Energy, Linn Evans. The breakfast will conclude with an exciting step into the future with a presentation from the John T. Vucurevich Foundation.**

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