

FOR IMMEDIATE RELEASE: January 22, 2020
CONTACT: Audrea Amstutz,
audrea@unitedwayblackhills.org, 605-343-5872

United Way of the Black Hills announces new community impact model and mental health initiative

RAPID CITY, S.D. – United Way of the Black Hills announced its organization’s new direction– a business model transitioning from a traditional fundraising organization to a community impact organization solving root issues throughout the region.

The shift in direction is a result of the findings from the [2019 community needs assessment](#) commissioned by United Way of the Black Hills.

"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. "The results showed seven priority areas of need throughout the Black Hills region. Of those priority areas, we found that mental health was the number one issue in our community."



John T Vucurevich Foundation presenting check to United Way of the Black Hills

United Way of the Black Hills announced its launch of a new mental health initiative as part of the community impact model. The breakfast concluded with an exciting step into the future with a check presentation from the John T. Vucurevich Foundation in the amount of \$200,000 to invest in the new mental health initiative.



United Way of the Black Hills

The event boasted nearly 100 community leaders throughout the region to learn about the findings of the needs assessment, and the new direction of United Way of the Black Hills. Linn Evans, President and CEO of Black Hills Energy, spoke in support of United Way of the Black Hills' new mission and vision.

"We believe that we should sow in the communities we serve, both through financial support of quality nonprofits as well as through employee volunteerism. Thank you to United Way of the Black Hills for leading the charge to ensure the seeds we plant today thrive to make our community stronger," said Evans.

The community needs assessment, as well as information on the community impact model of United Way of the Black Hills can be found online at unitedwayblackhills.org.

###