

United Way of
Missoula County



For immediate release

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SCHEELS Missoula Wins United Way of Missoula County's Community Spirit Award

Missoula, May 17, 2022 – United Way of Missoula County today awarded SCHEELS Missoula its 2022 Community Spirit Award, presented annually to a local business that evidences strong support for United Way and the broader community.

"Community spirit is demonstrated through employee participation and corporate support for United Way, community involvement, and the positive way the company encourages affiliation with United Way," said United Way chief executive officer Susan Hay Patrick. "SCHEELS was an obvious choice. Even before the Missoula store opened in 2021, company leaders reached out to us to see how they could be helpful."

Highlights of SCHEELS' support include sponsoring University United Food Friday in 2021, where teams of volunteers packed 90,000 nonperishable meals for distribution to local hungry families; and sponsoring United Way's 2021 Day of Action, a community-wide day of hands-on service. SCHEELS employees also volunteered during Day of Action. The company is sponsoring both events again in 2022. In addition, SCHEELS employees raised more than \$7,000 during their first workplace-giving campaign for United Way. Most recently, SCHEELS matched the first \$1,000 in donations to United Way during Missoula Gives, an annual day of on-line giving to support local nonprofits.

"We've been so gratified by the way in which one of Missoula's newest and most significant businesses has embraced our community and United Way, Patrick said. "Through giving, volunteering, and advocating – for United Way and other local nonprofits – the employees and management of SCHEELS Missoula exemplify community spirit. We're delighted to recognize them with this award."

"We are honored to receive the United Way Community Spirit Award. We have a simple company philosophy 'We do good in our communities'. Partnering with United Way was an easy choice because we know with them our resources and efforts are making an immediate impact on the community of Missoula." Dan White SCHEELS Store Leader

United Way of Missoula County is a nonprofit organization whose programs, initiatives, and projects address the systemic, underlying problems in the areas of health, education, and financial stability that prevent community members from thriving. For more than 90 years, United Way has served as one of western Montana's leading nonprofit organizations.

Employee-owned SCHEELS was founded in 1902 and is now a 30-store operation with stores in 13 states including North Dakota, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Illinois, Utah, Kansas, Colorado, and Texas. Currently, Steve D. Scheel, the great grandson of SCHEELS founder, is the company's Chairman of the Board, and great-great grandson Steve M. Scheel is CEO. Todd Anderson serves as President and oversees SCHEELS daily operations of more than 9,000 associates.

The Missoula SCHEELS opened in October 2021 featuring a 119,000 square-foot shopping experience, marking the third SCHEELS location for Montana. The Missoula team is led by Store Leader Dan White. SCHEELS strives to be the best retailer in the USA, in the eyes of its customers, associates and business partners.

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