During this past year, we have seen strong support to meet some of our community’s most challenging issues. Through community coalitions and funding of our partner programs, United Way of Marathon County is addressing issues that impact the health, education and financial stability of every person in our community.

Programs and services to address mental health, alcohol and drug addiction, helping people have adequate housing, food, being prepared to learn and grow and be prepared for school and a career; these efforts make our community a great place to live and improve the quality of life for all.

As we build on our strengths and explore opportunities for new and innovative approaches, we encourage you to take a moment to review this report and learn how you can join us in the fight.

Jeff Sargent  
Executive Director  
United Way of Marathon County

Duane Meyer  
Executive Director  
2017 President

Thank you for your support of United Way of Marathon County in 2017.
UNITED WE SURROUND OUR COMMUNITY’S MOST PRESSING ISSUES.

The ones no one wants to talk about.

Too many households in Marathon County are identified as ALICE*. Hardworking families who live paycheck to paycheck with little left over for saving or emergencies. They are our childcare workers, retail clerks, waiters and waitresses, senior care workers and others who don’t earn enough to make ends meet.

*Asset Limited, Income Constrained, Employed

AND WE FIGHT.
Jon...
• has trouble making friends
• will continue to struggle academically
• lags behind his classmates socially
• will need tutoring and remedial help
• has a diminished chance of graduating from high school
• has a reduced chance of being career or college ready by 12th grade

Emma...
• is often absent from school
• has a hard time concentrating
• has lowered immunity to common childhood illnesses
• is falling behind in school
• has a diminished chance of graduating from high school
• is nearly twice as likely to need counseling

Maria...
• is developing chronic health issues
• frequently puts her job at risk
• is more likely to suffer from depression or anxiety
• risks overdose or death
• gave birth to an addicted baby
• has trouble paying her bills on time

because he’s not ready for kindergarten.
because she is addicted to opioids.
because she is hungry.

UNITED WE FIGHT
WE FIGHT for Emma, Jon and Maria...
UNITED WE WIN

UNITED WAY INVESTS
YOUR GIFTS IN THE ISSUES
WE ALL CARE ABOUT:

• Preparing kids for kindergarten
• Helping youth be prepared for higher education and work
• Providing food and shelter
• Ensuring adults have the skills they need to join the workforce
• Providing support to victims of domestic abuse and sexual assault
• Reducing substance abuse
• Helping seniors remain in their homes

BECAUSE OF YOUR GENEROSITY...
We’re winning the fight for the health, education and financial stability of every person in our community.

Emma is fed

Jon is learning

Maria is recovering
United Way’s 2-1-1 provided more than 7,000 referrals to over 3,300 callers in 2017. The most requested information was for housing or rent assistance, followed by food pantry locations and utility assistance.

United Way Volunteer Connection connected 620 new users to volunteer opportunities via their online portal. Organized over 900 volunteers to rake 150 lawns on Make a Difference Day, helping seniors and disabled residents remain independent in their homes.

In 2017, over 400 RSVP members volunteered 57,604 hours of time to non-profits in our community. Using the guidelines of the Independent Sector, the value of this service is $1,329,063.

Over 725 people attended programs of interest to retirees - everything from technology tutoring to workshops on heart health and exercise.

We connect people to resources and information that can help, and we mobilize volunteers to help fight our community’s most pressing issues.
Thank you to all of the companies who supported United Way with a company campaign in 2017.

TOGETHER, WE FIGHT FOR A BETTER COMMUNITY.
WE SURROUND OUR COMMUNITY’S MOST PRESSING PROBLEMS, WE BAND TOGETHER…

UNITED WITH OUR…”

FUNDDED PARTNERS & COALITION MEMBERS

WE SURROUND OUR COMMUNITY’S MOST PRESSING PROBLEMS, WE BAND TOGETHER…

ORGANIZATIONS

Achieve Center
AIDS Resource Center of Wisconsin
American Red Cross
Ascension St. Clare’s Hospital
Ascension Wisconsin
Aspirus
Asset Builders
AXA Advisors LLC
Big Brothers Big Sisters of North Central WI
Boys & Girls Club of the Wausau Area
Bridge Community Health Clinic
Catholic Charities of the Diocese of La Crosse
Center for Human Development
Center for Veterans Issues
Centre For Well-Being Inc
Charis Counseling LLC
Childcaring, Inc
Children's Hosp. of WI Community Service
Cloverbelt Credit Union
Community Center of Hope Inc.
Community Corner Clubhouse
Compass Counseling Wausau, LLC
CoVantage Credit Union
Covenant Community
Presbyterian Church Food Pantry
CW Solutions
DC Everest School District
Daubert Law Firm
Denyon Homes
Enrich Excel Achieve Learning Academy
Everest Metropolitan Police Dept
Faith in Action
Fellowship of Christian Athletes
First Hmong Missionary Alliance
Church Food Pantry
First Presbyterian Church
Footlocker.com/Eastbay
Forward Services Corp
Girl Scouts of the Northwestern Great Lakes
Grebe's Inc.
Growing Faith Community Garden
Healthfirst Network, Inc.
Highland Community Church
Ho-Chunk Nation
Home Depot
Hope Life Center
Inclusa
Institute for Community Alliances
Kryshak & Company
Lutheran Social Services WI & Upper MI
Marathon Cheese Corporation
Marathon County Child Development Agency - Headstart
Marathon County District Attorney
Marathon County Health Department
Marathon County Library
Marathon County Parks
Department
Marathon County Restorative Justice
Marathon County Sheriff's Dept
Marathon County Social Services
Marathon County Special Education
Marathon County Veterans Service
Marshfield Clinic
Medical College of Wisconsin
Mirror Image Supervision Services LLC
Mosinee School District
Mountain View Montessori
NAOMI
Newman Catholic Schools
North Central Community Action Program
North Central Health Care
Northcentral Technical College
Office of Congressman Sean P. Duffy
Office of Representative Pat Snyder
Open Door
Opportunity Inc.
Optum
Peaceful Solutions Counseling
Peoples State Bank
Positive Alternatives
Professional Services Group
Randlin Family Adult Care Homes, Inc
St. Vincent de Paul
Salvation Army
Samoset Council Boy Scouts
Spencer Kids Group
The Bridget Street Mission
The Neighbors’ Place
The Women’s Community
True North Counseling & Wellness UMR
UnitedHealth Group
University WI Marathon County
University WI Stevens Point
US Bank
UW-Extension Food Wise
Wausau Apartments Association
Wausau Area Mobile Meals, Inc.
Wausau Child Care, Inc.
Wausau City Government
Wausau Community Development Authority
Wausau Noon Rotary
Wausau School District
Wausau Urban Community Gardens
Wesley United Methodist Church Food Pantry
WI Automotive & Truck Education Assn.
WI Dept of Transportation
WI Dept of Workforce Development
WI Public Defenders Office
Wisconsin Dept of Veterans Affairs
Wisconsin Judicare Inc.
Wisconsin Public Radio
Woodson Art Museum
Woodson YMCA, Inc.

...AND WE
While the annual campaign is the foundation for our work in the community, United Way also leverages other grants and revenue sources to meet community needs. In 2017, United Way invested over $2.8 million in community programming.

**2017 REVENUE**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Campaign</td>
<td>2,788,083</td>
</tr>
<tr>
<td>Restricted Grants for Special Projects</td>
<td>541,015</td>
</tr>
<tr>
<td>Other (Interest, match, Endow, misc)</td>
<td>208,104</td>
</tr>
<tr>
<td>Use of Reserves</td>
<td>(89,534)</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>3,447,668</td>
</tr>
</tbody>
</table>

**2017 COMMUNITY INVESTMENTS**

- Kindergarten Readiness: 444,278
- Success In School: 291,429
- Financial Stability, Housing, Food: 465,500
- Health & Safety: 468,500
- 2-1-1/Volunteer Connection: 357,495
- Mission Focused Community Service Work/Restricted Grant Projects: 812,014

**Total Community Investments**: 2,839,216

**Campaign, Communications & Administration**: 608,452

**TOTAL EXPENSES**: 3,447,668
UNITED IN...
OUR GIVING COMMUNITIES

United Way of Marathon County has three Giving Communities: Emerging Leaders, Women in Action and Summit League. Members of these groups bring together the resources of time and treasure and they get things done.

RECOGNIZING OUR LEADERSHIP DONORS

United Way Summit League
Toquerville (SL-T) $10,000+
Final Ascent (SL-F) $4,000-$9,999
Camp 4 (SL-4) $2,600-$3,999
Camp 3 (SL-3) $1,000-$1,599
Camp 2 (SL-2) $750-$999
Base Camp (SL-B) $600-$749

United Way Emerging Leaders
E Emerging Leaders

United Way Women in Action
W Women in Action

Listing includes gifts received and pledges made in 2017 through March 2018. If your name was missed we apologize for the error. Please contact our office so we can correct our records.
United Way Emerging Leaders packed over 10,000 servings of Mac & Cheese and Breakfast Cereal at the 2017 Smack Hunger & Say Cheese event.

Dustin & Jacqueline White E W SL-F
Kevin J. & Diane M. O’Connell SL-F
Andrea Olhoff E W
Jacquelyn Ott W SL-5
Kathryn Palmer W
Dennis & Lori Peck E W SL-2
Kalynn Pempke E W SL-B
Chris & Kris Peterson SL-2
Gregory & Kathy Peterson SL-2
Betty & Michael Porrey SL-B
Dr. Rick & Brenda Reding SL-2
Cindy Reinke SL-B
Samantha Reynolds E
Todd F. Richardson SL-4
Daniel & Rebecca Rickert SL-B
Ruth Risley-Gray W SL-4
Joseph J. & Cathleen M. Rohling SL-2
Paul & Sheila Rogan W SL-B
Chris Pepelinski & Lisa Rowan-Pepelinski
Stephen Saeger E
Kris Schirmer E W
Tamarah Scholz E
Jeff Schumacher SL-B
Lori & Scott Schutte SL-B
Cheryl Scollman E
Sidney & Andrea Szczepkowski SL-5
Charles & Diane Shabino SL-B
Brian & Jane Smith SL-5
Robert Smith SL-3
Tammi Smith W SL-B
Noel Sonnek E W SL-3
Bob & Linda Stanisly SL-3
David Tange & Mary Jo Freeman
Jeff Oswald & Judy Tarkowski SL-F
Shawn & Jenny Tellekson E W SL-2
Maria Thorpe E
Christopher & Kristi Toner SL-3
Rebecca Tooker E
Julie Trebus SL-B

David & Jean Trione SL-3
Robert & Jennifer Tryba SL-B
Kevin & Jen Underwood SL-B
Kyle Utech E SL-3
Tom Wald SL-4
Sarah & Ed Walder W SL-B
Rebecca Weimer E
Jean Winter E
Kathy Zembo E W
Anonymous (13)

APRISING ARISE
Brett & Amy Davis SL-B
Andrew & Erica Koehl E SL-2

ASSOCIATED BANK
Corey & Lisa Barnes E W SL-2
Andrew & Mauri Brueggeman E SL-3
Denis Burgess SL-2
Tim & Deedee D’Amato SL-3
Dennis & Anne DeLoye SL-5
Jordan Hoerner E
Chad & Meredith Otte E W SL-B
Dustin Peterson E
Andrew & Alina Shallow E
Amanda Sullivan E W SL-B
Tim & Candy Thurs W SL-2

ASSOCIATED ORTHODONTISTS OF WAUSAU SC
Greg & Carol Lamansky SL-B

AXA ADVISORS LLC
John & Jacklyn Knoll E

BAIRD
Mark & Nancy Delenshek SL-2
Peter & Jessica Gaffney E SL-B
Heather Summers Valiska E W

BECKER-HOPPE ASSOCIATES
Randy & Kari Van Natta SL-B

BEHAVIORAL HEALTH CLINIC OF WAUSAU
Sean & Heather Wright SL-2

BLUE CROSS BLUE SHIELD OF MINNESOTA
Mark & Jenny Nowak E W SL-B

BMO HARRIS BANK
Jennifer Auner E W SL-4
Courtney Fiene E
Chris & Robin Kaik SL-4
David Nelson SL-3
Amy Sarles SL-3
Jane Schwede SL-3
Paul & Mary Seidl SL-3
John & Mary Tubbs SL-4
Sean & Sara Valiska SL-3
Wendy Wilde SL-3

BONE & JOINT CLINIC
Gary & Stacey Bachand W SL-4
Jill Karkewicz SL-B
Kevin J. & Diane M. O’Connell SL-F
Pamela Peterson E W

BOYS & GIRLS CLUBS, INC.
Stephanie Lewandowski E
Brian & Tammy Stezenski-Williams W SL-2
Anonymous (1)

BRADLEY CHIROPRACTIC & PHYSICAL THERAPY
Barbara Bradley & Allen Limberg

BRIDGE COMMUNITY HEALTH CLINIC
James & Heidi Keleske SL-B

CENTRAL CONCRETE CUTTING, INC.
Jack & Lisa Sondergard W SL-3

CENTRAL WISCONSIN ANESTHESIOLOGY ASSOC.
Jeffrey & Gina Crispell SL-3
Anonymous (1)

CITY PAGES
Brian & Tammy Stezenski-Williams W SL-2

CITY-COUNTY IT COMMISSION
Julie Henrichs E
Jean Kopplin W

COUGARBELT CREDIT UNION
Ashley Raasch E

COLDWELL BANKER ACTION REALTY
Barry & Nancy Passini SL-3

2017 SPONSORS

Associated Bank
Crystal
Eastbay
GREENHECK
GREAT WESTERN
Hansen
Jefferson Street Inn
Jefferson County Bank
Marathon Cheese Corporation
MID-WISCONSIN BEVERAGE
Peoples State Bank
REGAL
Rocket Industrial
Ruder & Ware
Uhrich Meats
UMR
Werner’s

Women in Action members volunteer their time to sort donations, stock shelves and fill orders for infant and children’s clothing in Rebecca’s Closet.

**2017 SPONSORS**

United Way
Women in Action

2017 SPONSORS

**Associated Bank**
**Eastbay**
**People's State Bank**
**Ruder/Ware**
**Schenck**
**Sun Printing**
Since 1985, United Way of Marathon County has honored 12 local philanthropists for their long-term support of United Way. The “Tocqueville Honoree” wall was created in 2017 to recognize their on-going commitment to our community.

- Caroline Mark
- Richard Dudley
- Marv & Ruth Schuette
- E.O. Johnson
- Dwight & Linda Davis
- Bernie & Esther Greenheck
- George & Estelle Wolff
- Stan & Mary Staples
- Carl & Barbara Drake
- Robert C. Greenheck
- Larry Niederhofer
- John and Nancy Skoug

Ann Perra and Kate Brody accepted the 2017 Tocqueville Award on behalf of their late mother, Nancy Frawley, a long-time Summit League member. Her name plate will be added to our Tocqueville Honoree wall and a scholarship was provided to a UW-MC student majoring in education to recognize her support of United Way.
Ross & Erin Witucki
Anonymous (1)

**WISCONSIN BOX COMPANY**
Lee & Mike Shipway

**WISCONSIN EMERGENCY MED. SERVICES ASSOC.**
Scott Howells & Lori Shepherd

**WISCONSIN JUDICARE INC.**
Andrew Belter
Genie Hedlund
Beth Ann Richlen
Daniel & Michele Sauter
Bao Vang

**WISCONSIN PUBLIC SERVICE CORPORATION**
Jeremy Grimm
Nicole Hamilton
Raymond & Robin Hegg
Joanne S. Leonard
Richard Lopez
Timothy & Amy Marquardt
Brad & Basia Menning
Rick Socha
Kelly Zagrebski
Anonymous (1)

**WISCONSIN WOODCHUCKS**
Traci Wisz
Kayla Zenner

**WOODSON ART MUSEUM**
Ernest & Kathy Foley

**WOODTRUST BANK**
Chad Kane

**WORDS TO WAKE THE WORLD**
Allen & Mary Ellen Marrholtz

**WPS HEALTH INSURANCE**
Seth & Kim Devine
Sherry Larson
Kathy Volkman

**WSAW CHANNEL 7**
Al Lancaster
Heather Sahr

**YWCA**
Robert & Ann Bergfeld

**NOT AFFILIATED WITH A COMPANY CAMPAIGN**
Gary & Marsha Alexander
Ron Alexander
Cassie Ambrosius
Steve & Pam Anderson
Andrew Benedetto & Donna Seidel
David Bauer
Arden & Barbara Baumgardt
Gary Bezucha
Natalie Boyd
Jermaine Brinker
Juliana & John Burmesch
Kay Gruling & Tim Butlke Family
Bob & Lucy Cadwell
Judy Cherwinka
Edward P. & Darlene Coldwell
Rita Crooks
Callie Curtis
Tom & Karen Daley
Joel & Donna De Koning
Beth Dotter-Begay
Carl & Barbara Drake
John & Amy Dudley
Bob & Marsha Dunn
Dave & Marie Eisenreich
Tom & Karen Erickson
Stewart & Tracy Etten
John & Mary Evans
Warren & Barb Fabel
Randy & Jill Falstad
Chris Ferrante
Harry Foester
Pamela G. Frary
Gary & Gina Freels
D. J. & Mary Clare Freeman Fund
Jeff & Linda Frese
Craig Gadke
Kim Gochanour
James Golz
Julie Goranson
Don & Karen Grade
Dr. Curt & Ruth Grauer
Jeff & Julie Grip
Benjamin & Stephaine Hackett
David & Kathy Hall
Don & Linda Haney
Julie Hayes
Joseph Henry
Oren & Cindy Hermel
Carl & Sally Herttng
Linda Hofer-Bardorner
Dennis & Alana Hoyt
Jane & Allen Huebsch
Sara Hujar
Mark & Sarah Hull
Randi & Andy Sixright Jefferson
Wayne & Kathy Johnson
Hugh E. & Diane L. Jones
Jim & Mary Lou Jones
Lee & Joanne Kelly
Jordan Kessen
Loni Korpira
Bonnie J. Kraft
Kevin & Jeanne Kraft
Ashley Lange
James M. Lau
Jim & Barb Leffin
Dick & Barb Lepinski
Ron & Barb Lesczynski
Rachael Loucks
Tony Lundberg
Madhu & Vinay Luthra
Thomas & Susan Macken
Bryan Magnuson
Bill & Mary Mahony
Tim & Teri Markstrum
Jeremiah Masters
Patricia A. McKeeough
Lynda McLaughlin

Dennis & Bonnie Mealy
Mark & Julie Meeks
Sarah Merbach
Berland & Beverly Meyer
Korinna Miller
Tom Murphy
Larry Niederhofer
Todd & Evelyn Nielsen
In Memory of Jim Nikstad
Maureen Noteboom
Don & Kathy Oakland
Leland J. & Alice E. Olkowski
John & Ellen O'Malley
Duane & Joy Patterson
Ron & Judi Pecha
Tom & Judy Pitcher
Michael Platte
Louis & Sandra Pradt
Don Rahine

Sharon Rayborn
Mike Rayome & Wendy Hanrines
Margi Reardon
Jamie & Jennifer Reimer
Dr. Dan & Carolyn Schaut
Megan Schulz
Jim & Angie Servi
Mike & LeeAnn Shea
Jerry & Sandy Siewert
Emery Skolfield
Jamie Sondelski
Russ Stahnke & Judy Nelson
Staples Family Fund
Robert & Julia Stavran
John & Carol Stilp
Rev. John & Jennifer Stransky
Jeffrey & Becky Stubbe
Rick & Mary Swanson
Jeffrey Szukdarek
George & Peg Tanner
Gabriel Ticho
John & Sandy Townsendh
Brenda Vandehey
Jim & Diane VanEyck
Gerald Viste
Tom Vollstedt
Cory & Terri Vroljik
Brian Wachsmuth
Linda L. Wane
Ardis Wegner
Steve Wenninger
Len & Arleen Wumman
Tom & Elaine Younger
Gregory & Ingrid Zavadoski
Drs. Gary & Susan Zimbric
Jeff Zrinyi
Anonymous (10)
The numbers are in, and Campaign 2017 was a success. We raised $2,788,083 to help our fight for health, education and financial stability of every person in our community. This would not be possible without the hundreds of companies and thousands of volunteers who work tirelessly to run company campaigns. Thank you for your continued support.

The 2017 Sweepstakes culminated at the January 19, 2018, Recognition Luncheon. Ten finalists were randomly selected in December and were on hand at the luncheon to try a key to unlock the Dodge Dart. The winner of the new Dodge Dart was Darla Plaster, an employee at North Central Health Care. The $500 and $250 gas cards were won by Dana Nash, Franklin Elementary School, and Eric Vachavake, Merrill Steel, respectively.

WE APPRECIATE THE SUPPORT OF OUR SWEEPSTAKES SPONSORS WHOSE GENEROSITY PROVIDES THE PRIZES FOR OUR ANNUAL SWEEPSTAKES DRAWING.