211 is a free, confidential information and referral service that connects people from all communities to the essential health and human services they need, 24 hours a day, seven days a week.

Our 211 serves residents of Marathon, Portage, Lincoln, Door, Brown, Kewaunee, Oneida and Vilas Counties. In 2019, United Way’s 211 answered 16,534 requests for help from residents, providing 31,608 referrals to community resources.

If you ever are in need of assistance and don’t know where to turn, United Way’s 211 information and referral service is here for you.

**COMMUNITY RESOURCES**

**TOP REASONS FOR CALLING IN 2019**

<table>
<thead>
<tr>
<th>Category</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>8,944</td>
</tr>
<tr>
<td>Food</td>
<td>2,813</td>
</tr>
<tr>
<td>Income Support</td>
<td>3,380</td>
</tr>
<tr>
<td>Information Services</td>
<td>3,116</td>
</tr>
<tr>
<td>Utility Assistance</td>
<td>2,686</td>
</tr>
<tr>
<td>Mental Health/Addictions</td>
<td>1,915</td>
</tr>
</tbody>
</table>

**SUCCESS STORY**

After a recent divorce, Jason had 50% custody of his children and had been falling behind in rent. His landlord wanted him to repay by a certain date, but Jason would not be receiving a paycheck before that date. After contacting 211, Jason connected with local agencies he was referred to and was able to pay his landlord back and avoid being evicted. Jason expressed his appreciation during the follow-up call, saying “It’s nice to know there are people who really care out there.”

**2019 AFFINITY GROUP SPONSORS:**

- Aspirus Arise
- Associated Bank
- Baird
- BMO Harris Bank
- CliftonLarsonAllen LLP
- Crystal Finishing Systems
- Eastbay
- Nationwide
- Marathon Cheese Corporation
- MBE CPA’s

**AFFINITY GROUPS**

Our affinity groups have a strong focus on philanthropy and making a difference in our community. Members enjoy exclusive opportunities to network, participate in volunteer projects and make an impact in our community.

**UNITED WAY OF MARATHON COUNTY**

**WOMEN UNITED**

- Baird
- BMO Harris Bank
- CliftonLarsonAllen LLP
- Eastbay
- Nationwide
- Marathon Cheese Corporation
- MBE CPA’s
- Mid-Wisconsin Beverage
- Peoples State Bank
- Ruder Ware
- Sun Printing
- Wipfli

**EMERGING LEADERS**

- Aspirus Arise
- Associated Bank
- Baird
- BMO Harris Bank
- Crystal Finishing Systems
- Eastbay
- Nationwide
- Marathon Cheese Corporation
- MBE CPA’s

**RETIRE UNITED**

- Aspirus
- Greenheck
- Nationwide
- Peoples State Bank
- Ruder Ware
- WoodTrust Bank

The 2019 Sweepstakes concluded at the January 29, 2020 Recognition Luncheon. Ten finalists were randomly selected and tried to unlock the Fiat Spider. The winner of the new car was Keith Ende, an employee at Aspirus.

**WE APPRECIATE THE SUPPORT OF OUR SWEEPSTAKES SPONSORS**

- BRICKNER FAMILY AUTO GROUP
- Cloverbelt Credit Union
- DG
- THE QIRKS GROUP
- UMR

You can count on us!
EVENT UPDATES
Many of our events have been postponed and we hope to resume our celebrations in the fall. Please check our website and newsletter for tentative dates and updated communications.

GIVING GUIDE & VOLUNTEER LIST
Please visit our website to see an updated Leadership Giving Guide and Volunteer List. Thank you for making our community stronger and continuing to support our work.

www.unitedwaymc.org/annualreport

CONTACT US
715-848-2927
www.unitedwaymc.org
@liveunitedmc

UNITED WAY OF MARATHON COUNTY
WE ARE 90 YEARS STRONG
BECAUSE OF You
WE ARE STRONGER TOGETHER.

2019 ANNUAL REPORT
Our volunteers play an important role in the community and impact the work we do.

Through our Bundles of Joy program, more than 300 people provided 600 hours to gift wrap during the holiday season. This dedication provided needed funds and purchased 15,000 diapers for 10 local agencies. Over 1,000 volunteers raked 130 yards for seniors and 5,121 volunteers used the Get Connected Website to find opportunities to help.

Retired Senior Volunteer Program (RSVP) connects people 55 and older to volunteer opportunities in the community. The program has more than 536 members who serve at 49 stations in Marathon County.

Our volunteers provide year-round support for many programs including CommUnity Fest, Adopt a Classroom and the Eastbay Turkey Trot. The endless support is felt throughout the year through group projects, individual volunteering and hours of dedicated support by committee members.

Emerging Leaders and Women United collectively provided 379 individuals with work clothing at the Career Closet and 12,400 items went back into the community to help children in need through Rebecca’s Closet. They raised $28,750 at Power of the Purse and packed 48,000 servings of healthy trail mix at Smack Hunger. We thank these members and praise them for their dedication.

Our volunteers play an important role in the community and impact the work we do.

Through our Bundles of Joy program, more than 300 people provided 600 hours to gift wrap during the holiday season. This dedication provided needed funds and purchased 15,000 diapers for 10 local agencies. Over 1,000 volunteers raked 130 yards for seniors and 5,121 volunteers used the Get Connected Website to find opportunities to help.

Retired Senior Volunteer Program (RSVP) connects people 55 and older to volunteer opportunities in the community. The program has more than 536 members who serve at 49 stations in Marathon County.

Our volunteers provide year-round support for many programs including CommUnity Fest, Adopt a Classroom and the Eastbay Turkey Trot. The endless support is felt throughout the year through group projects, individual volunteering and hours of dedicated support by committee members.

Emerging Leaders and Women United collectively provided 379 individuals with work clothing at the Career Closet and 12,400 items went back into the community to help children in need through Rebecca’s Closet. They raised $28,750 at Power of the Purse and packed 48,000 servings of healthy trail mix at Smack Hunger. We thank these members and praise them for their dedication.

**MISSION**

Unite people and organizations in Marathon County to build a stronger community and strategically invest in education, financial stability and health priorities to improve lives now and into the future.

**A MESSAGE FROM UNITED WAY**

United Way of Marathon County has been providing services to the people of Marathon County for 90 years. During the Great Depression, the organization began as a way to meet the needs of our community. We have continued to expand our services over the years. United Way offers a broad range of opportunities to give, advocate and volunteer to improve the lives of people. We are stronger today because of YOU.

2019 was a successful year and we pause and give thanks to you and our community. Our donors, volunteers, partners and staff make up what success means for this organization. Thank you for your investment, commitment and dedication to the mission of United Way of Marathon County.

**2019 EXECUTIVE COMMITTEE**

Matt Heywood  
President  
Aspirus

Jim Waldron  
President Elect

Chris Pfender  
Campaign Chair  
Intercity State Bank

Janel Thoune  
Vice President Marketing  
Peoples State Bank

Denis Crevier  
Vice President Administration  
Crystal Finishing Systems

April Brode  
At Large Community Member  
Nationwide

Patrick Bradley  
Vice President Community Impact  
myFamilyCFO

Shanna Yonke  
Associated Campaign Chair  
Ruder Ware

Dennis DeLoye  
Past President  
Associated Bank

Jeff Sargent  
Executive Director/CEO

**2019 BOARD MEMBERS**

Jen Auner  
BMO Harris Bank

Dr. Swati Biswas  
Marshfield Clinic

Julie Bliss  
UnitedHealth Group

Dr. Lisa Grill Dodson  
Medical College of Wisconsin

Janet Felch  
J&D Tube Benders

Brian Funfar  
Greenheck

Ryan Gallagher  
Rocket Industrial

Dave Greene  
EO Johnson

Vicki Jeppesen  
Northcentral Technical College

Chris Kalk  
BMO Harris Bank

Kevin Kraft  
Wisconsin River Partners

Jon Krueger  
Community Member

Jeremy Lewitzke  
L&S Electric

Michael Loy  
North Central Health Care

Mike Logsdon  
Regal Beloit Corporation

Peter Mouw  
IncredibleBank

Dan Peters  
Ruder Ware

Amanda Sahr  
Eastbay

Diane Sennholz  
North Central Community Action Program

PaHnia Thao  
Connexus Credit Union

Kerry Vesely  
Norlen

**VOLUNTEER**

Unite people and organizations in Marathon County to build a stronger community and strategically invest in education, financial stability and health priorities to improve lives now and into the future.

**MISSION**

United Way of Marathon County has been providing services to the people of Marathon County for 90 years. During the Great Depression, the organization began as a way to meet the needs of our community. We have continued to expand our services over the years. United Way offers a broad range of opportunities to give, advocate and volunteer to improve the lives of people. We are stronger today because of YOU.

2019 was a successful year and we pause and give thanks to you and our community. Our donors, volunteers, partners and staff make up what success means for this organization. Thank you for your investment, commitment and dedication to the mission of United Way of Marathon County.

Jeff Sargent  
Executive Director/CEO

Matt Heywood  
Board President

**A MESSAGE FROM UNITED WAY**

2019 was a successful year and we pause and give thanks to you and our community. Our donors, volunteers, partners and staff make up what success means for this organization. Thank you for your investment, commitment and dedication to the mission of United Way of Marathon County.
**EDUCATION**

*Education is the foundation for community success.*

Because of YOU, the Ready to Read program distributed more than 8,500 new books to nine programs and children were able to enjoy the gift of reading. Your investment allowed 2,609 children to participate in after-school programs funded by United Way and children were connected to lifelong peers and advocates.

300 students attended and connected with 34 businesses at the Partnership for Youth Hiring Fair.

Two area High Schools decreased the number of students cited in truancy court by over 50% because of your commitment.

---

**HEALTH**

*United Way is committed to improving the health of our community.*

Because of your generosity we provide funding for programs that include a strong focus on improving mental health, reducing alcohol and drug abuse and decreasing relationship violence and sexual assault.

With an increase of residents over the age of 65, our funded programs support keeping our seniors safe and living independently whenever possible. This has a positive effect on their health and well-being.

Partnering with the RSVP program allows community connections with seniors and volunteer opportunities beyond our four walls.

---

**HERE’S WHAT YOU DID**

- 298 individuals received substance abuse treatment services from a United Way funded program.
- 18,866 mobile meals were delivered serving 188 individuals.
- 121 calls were received for people in crisis through the 211 Call Center and
- 371 people contacted the Wisconsin Addiction Recovery Helpline.

RaiseGreatKids.org highlights education videos on Safe Sleep, Coping with Crying and Car Seat Safety.

$740,000 was invested to improve school readiness and academic performance in our community due to your generosity.
FINANCIAL STABILITY

Our goal is to reduce hunger and homelessness in Marathon County while increasing skills to improve self-sufficiency.

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs.

35% of families in Marathon County live paycheck to paycheck. Our donors change lives and increase awareness by partnering with groups that create results.

HERE’S WHAT YOU DID

10,000+ pounds of food was collected at CommUnity Fest.

19,485 nights were spent in three local shelters providing adults and families with a safe and warm place thanks to our funded partners.

3,060 dozen eggs were distributed to food pantries.

697 individuals received financial education through funded programs.

$458,000 was invested in the community through partner programs that support financial stability, food security and affordable housing.

FISCAL YEAR 2019

FINANCIAL STATEMENTS

2019 REVENUE

Net Campaign......................................................$2,720,982
Restricted Grants for Special Projects..................$472,486
Other (Interest, Match, Endow, Misc)....................$233,344
Use of Reserves.....................................................($40,216)
Total Revenue......................................................$3,386,596

2019 COMMUNITY INVESTMENTS

Education.................................................................$672,000
Financial Stability....................................................$408,000
Health.......................................................................$520,000
211/Volunteer Connection.....................................$366,161
Mission Focused Community Service Work/Restricted Grant Projects......................................$737,905
Total Community Investments........................$2,704,066
Campaign, Communications & Administration....$682,530

TOTAL EXPENSES..................................................$3,386,596