



BECAUSE OF *You* WE ARE STRONGER TOGETHER.

2019 ANNUAL REPORT



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.



Jeff Sargent
Jeff Sargent
Executive
Director/CEO



Matt Heywood
Matt Heywood
Board President

2019 EXECUTIVE COMMITTEE

Matt Heywood
President
Aspirus

Jim Waldron
President Elect

Chris Pfender
Campaign Chair
Intercity State Bank

Janel Thoun
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



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.



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.

Early brain development is important and that's why the Marathon County Early Years Coalition is continually promoting **"Talk. Sing. Read. Play. Every Child. Every Day."** Our single day event had **16** community partner organizations and had **980** parents and children engaged with child-based community resources.



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.



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.



121 calls were received for people in crisis through the 211 Call Center and

371 people contacted the Wisconsin Addiction Recovery Helpline.



18,866 mobile meals were delivered serving **188** individuals.



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.



697 individuals received financial education through funded programs.



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

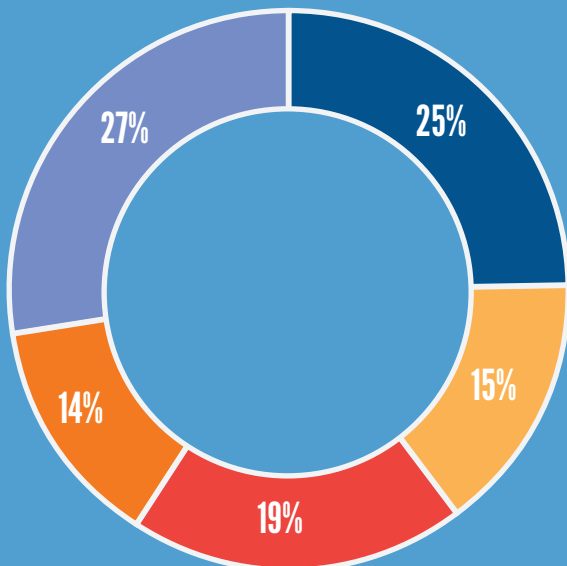


\$458,000 was invested in the community through partner programs that support financial stability, food security and affordable housing.



3,060 dozen eggs were distributed to food pantries.

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

COMMUNITY RESOURCES

2.1.1

Get Connected. Get Help.™



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.

TOP REASONS FOR CALLING IN 2019



HOUSING
8,944



INCOME SUPPORT
3,380



INFORMATION SERVICES
3,116



FOOD
2,813



UTILITY ASSISTANCE
2,686



**MENTAL HEALTH/
ADDICTIONS**
1,915

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.”



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

You can count on us!

BRICKNER
SINCE 1945
Family
AUTO GROUP

Cloverbelt
Credit Union

THE DIRKS GROUP
Beyond the Network

UMR

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.

2019 AFFINITY GROUP SPONSORS:

**UNITED WAY OF MARATHON COUNTY
WOMEN UNITED**

Baird
BMO Harris Bank
CliftonLarsonAllen LLP
Eastbay
Nationwide
Norlen

Peoples State Bank
Ruder Ware
Sun Printing
Wipfli

**United Way
Emerging Leaders**

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

Mid-Wisconsin Beverage
Peoples State Bank
QRG
Regal Beloit Corporation
IncredibleBank
Rocket Industrial
Ruder Ware
UMR
Wipfli

RETIRE UNITED

Aspirus
Greenheck
Nationwide
Peoples State Bank
Ruder Ware
WoodTrust Bank

UNITED WAY OF MARATHON COUNTY WE ARE 90 YEARS STRONG



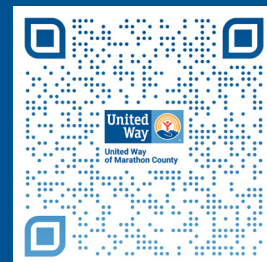
EVENT UPDATES

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



United Way of Marathon County
705 S. 24th Ave, Suite 400B, Wausau, WI 54401
715-848-2927
www.unitedwaymc.org

