BECAUSE OF You
WE ARE STRONGER TOGETHER.

2019 ANNUAL REPORT

United Way of Marathon County
2019 EXECUTIVE COMMITTEE

Matt Heywood
President
Aspirus

April Brode
At Large Community Member
Nationwide

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President Elect

Patrick Bradley
Vice President Community Impact
myFamilyCFO

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Campaign Chair
Intercity State Bank

Shanna Yonke
Associated Campaign Chair
Ruder Ware

Janel Thoune
Vice President Marketing
Peoples State Bank

Dennis DeLoey
Past President
Associated Bank

Denis Crevier
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Crystal Finishing Systems

Jeff Sargent
Executive Director/CEO

2019 BOARD MEMBERS

Jen Auner
BMO Harris Bank

Vicki Jeppesen
Northcentral Technical College

Jennifer Auner
BMO Harris Bank

Chris Kalk
BMO Harris Bank

Julie Bliss
UnitedHealth Group

Kevin Kraft
Wisconsin River Partners

Dr. Swati Biswas
Marshfield Clinic

Jon Krueger
Community Member

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Medical College of Wisconsin

Jeremy Lewitzke
L&S Electric

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J&D Tube Benders

Michael Loy
North Central Health Care

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Mike Logsdon
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EO Johnson

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Amanda Sahr
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Janel Thoune
Vice President Marketing

Diane Sennholz
North Central Community Action Program

Chris Pfender
Campaign Chair

PaHNia Thao
Connexus Credit Union

Janel Thoune
Vice President Marketing

Kerry Vesely
Norlen

March 2020

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.

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.
2019 EXECUTIVE COMMITTEE

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.

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.

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.

2019 BOARD MEMBERS

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.

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.

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.

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.
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

27%

25%

14%

19%

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
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**

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

**Community Resources**

**211**

Get Connected. Get Help.™

**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

- **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
  - Incredible Bank
  - Rocket Industrial
  - Ruder Ware
  - UMR
  - Wipfli

- **Retire United**
  - Aspirus
  - Greenheck
  - Nationwide
  - Peoples State Bank
  - Ruder Ware
  - WoodTrust Bank

**2019 Sweepstakes**

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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