MISSION STATEMENT

To provide active leadership by bringing resources together to improve lives and create stronger communities.

~ Adopted 2011

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2014-2015 UNITED WAY STAFF

Jan Porath
Executive Director

Nona Buchholz (beginning Mar, 2015)
Director of Operations and Finance

Michael Hoadley
Director of Community Investment

Valerie Hogan (ending Dec, 2014)
Director of Community Mobilization

Pattie Huse
Administrative Assistant

Amy Maziarka (ending Dec, 2014)
Director of Operations and Finance

Dustin Olson
Director of Resource Development

Erica Olson (beginning June, 2015)
Director, Successful Children’s Network

James Peters
Director of Marketing

Angela Weideman (ending Oct, 2014)
Director, Successful Children’s Network

United Way of the Greater Chippewa Valley
3603 N. Hastings Way, Suite 200
Eau Claire, WI 54703

715-834-5043
www.uwgcv.org
INTRODUCTION

2014-2015 CAMPAIGN THE CULMINATION OF OVER 5 YEARS OF WORK

I’ve been involved with United Way in the Chippewa Valley for over ten years. I have seen the difference United Way has made in our community by supporting vital services to our population. In fact, United Way is celebrating 50 years in the Chippewa Valley, a landmark event.

United Way has always been about recognizing the most critical needs in our community and coming together to address them. That’s why our new initiatives are so important. The needs are increasing, and United Way must change to address these needs.

I invite you to learn more about United Way’s Successful Children’s Network, Financial Stability Partnership and Community Health Initiatives, three initiatives developed by local experts in education, income and health fields. These plans, along side basic needs support, will do the most good for the most people.

Through extensive collaboration with existing and new community partners, we will do more, and do it better, and in this way, the Chippewa Valley will be stronger.

Reggie Geissler, Mason Companies
2014 United Way Campaign Chair
JANUARY PRESS CONFERENCE ANNOUNCES TRANSITION TO IMPACT MODEL

Following United Way of the Greater Chippewa Valley’s board of directors vote to approve grant allocations of programs to be funded July 1, 2015 through June 30, 2018, United Way held a press conference to announce their transition to a new model of operation and release information on new initiatives.

Area news representatives from television, radio, newspaper and online media were present as United Way staff and volunteers explained the community impact model and the specific initiatives that will be implemented on July 1, 2015. “By working together in a comprehensive and collective effort with area programs, we will make the Chippewa Valley stronger and reduce overall need in the community,” stated Jan Porath, United Way executive director in explaining the Community Impact model. “We can do this by ensuring at-risk populations have access to the building blocks to a good quality of life: education, income and health.”

Presenting details of United Way’s new initiatives were Michael Hoadley, United Way director of community investment, and members of the volunteer advisory councils who developed the plans. These council members were: Arlene Wright, Standards Coordinator for the Office of Early Learning, Wisconsin Department of Public Instruction and chair of the Education Advisory Council; Scott Hodek, Economist, Office of Economic Advisors, Wisconsin Dept. of Workforce Development and chair of the Income Advisory Council; and Maribeth Woodford, executive director of the Chippewa Valley Free Clinic and Health Advisory Council member.

Presented were details on plans that would focus on at-risk populations in the following areas: early childhood development to ensure school readiness; early financial literacy, financial counseling and skills training for financial stability; and healthy lifestyles and behaviors focused on mental health, physical health (obesity), domestic safety (intimate partner violence), and reduction of alcohol misuse. Key to each plan is a collaboration of service partners working together to solve primary issues affecting quality of life in Chippewa and Eau Claire counties. “Each of these objectives identifies specific outcome indicators to track effectiveness and overall impact on the community,” explained Michael Hoadley, director of community investment for United Way. In addition, United Way continues to support basic needs for those facing crisis.

Peter Farrow, CEO of Group Health Cooperative of Eau Claire and United Way board member, declared this new model a significant point in United Way’s history. “Though we refer to it as a new model of operation, it is really a logical next step in continuing to keep United Way relevant to community needs by taking advantage of its unique position as a community mobilizer.”

Released to media was information which included the July 1, 2015 roster of United Way program partners, which includes 3 new organizations: Junior Achievement of Wisconsin Northwest District, providing personal finance and work readiness education to middle and high school students; Positive Avenues, providing TeenCare Crisis Intervention to 12-17 year olds; and West Central Wisconsin Community Action Agency (WestCAP), providing a Homeless Prevention Program. Twenty-two organizations are returning partners.
These programs are part of the 2015-2018 funding period to help support and promote early childhood development to children age zero to five in households below 200% federal poverty guidelines.

2014-2015 EDUCATION ADVISORY COUNCIL MEMBERS

Arlene Wright (Chair)
Statewide Wisconsin Model Early Learning, Standards Coordinator, Office of Early Learning, Wisconsin Department of Public Instruction

Brook Berg
Family Living Educator
UW-Extension/Eau Claire County

Betsy McDougall Gibbs
Early Childhood Education Consultant

Dave Gordon
United Way Board Member - Director of Transition to Community Impact

Carol Meagher
Chippewa County Department of Public Health

Kitty Rahl, M.S., R.N.
Director of Nursing, Eau Claire City-County Health Department

Dana Sommerfeld
Director of State and Federal Programs/BB4C Chippewa Falls Area Unified School District

Heidi White
Director of Early Learning, Eau Claire Area School District

Larry Winter
Director, Chippewa County Department of Human Services

Erica Olson
Director, Successful Children’s Network United Way of the Greater Chippewa Valley
These programs are part of the 2015-2018 funding period to support financial stability through financial literacy, secondary education and skills training.

Chippewa Valley Technical College
- United Way Microgrant Program

Eau Claire Area Hmong Mutual Assistance Association
- Employment Training and Economic Empowerment

FamilyMeans
- Consumer Credit Counseling Service

Junior Achievement of Wisconsin Northwest District
- Personal Finance and Work Readiness Education

Western Dairyland Economic Opportunity Council
- Fresh Start
- Homeless Employment Linking Program

2014-2015 INCOME ADVISORY COUNCIL MEMBERS

Scott Hodek (Chair)
Economist, Wisconsin Department of Workforce Development

Brian Doudna
Executive Director, Eau Claire Area Economic Development Corporation

Mary Ginder
Financial Education Coordinator, Royal Credit Union

Jacque Hogan
Department Director, Western Dairyland Economic Opportunity Council

Bobbie Jaeger
Economic Support Manager, Chippewa County Human Services

Wayne Jennings
Certified Consumer Credit Counselor, FamilyMeans

Cathy Johnson
Financial Advisor, Raymond James, Fries Financial Group

Margo Keys, Ph.D.
Vice President of Student Services, Chippewa Valley Technical College

Valerie Hogan
Director of Community Mobilization, United Way of the Greater Chippewa Valley
These programs were approved for grant allocation in the 2015-2018 funding cycle to address issues of mental health, chronic disease, domestic violence and alcohol misuse.

Big Brothers Big Sisters of Northwestern Wisconsin
- One to One Mentoring
- Mentors in Motion

Bolton Refuge House
- Self-Sufficiency and Support Services

Children’s Hospital of Wisconsin Community Services
- Child and Family Counseling

Chippewa Valley Free Clinic
- Mental Health Services

Eau Claire YMCA
- YMCA Healthy Living Program

Family Support Center
- Domestic Violence Program

L.E. Phillips Senior Center
- Active Living Every Day

The Open Door Clinic
- Mental Health Care

The Wellness Shack
- Peer Support Mental Health Recovery

2013-2014 HEALTH ADVISORY COUNCIL MEMBERS

Roy Sargeant (Chair)
Director, Eau Claire County Department of Human Services

Jessica Barrickman
Manager, Aging & Disability Resource Center
Chippewa County Department of Human Services

Susan Berg
Regional Director of Occupational Health and Medicine
St. Joseph’s Hospital and Sacred Heart Hospital

Linda Bohacek
Oral Health Consultant, Independent Dental Hygienist Contractor

Michael Hoadley
Director of Community Investment, United Way of the Greater Chippewa Valley

Katie Hubert
Western Dairyland Fresh Start/AmeriCorps Program Manager, Representative for Eau Claire Coalition for Youth

Daniel S. Meier
Manager, Oakwood Center–Eau Claire, Marshfield Clinic

Mary Meyers
Clinic Coordinator, The Open Door Clinic

Debbie Odden
Division Manager, Chippewa County—Public Health

Francie Peardon
Community Advocacy Director, Alliance for Substance Abuse Prevention / Eau Claire City-County Health Department

Gina Schemenauer
Community Health Educator, Eau Claire City-County Health Department

Geri Segal
Executive Director, Family Support Center

Ken Van Es
Executive Director, YMCA of Eau Claire

Jerry Wilkie
District 19 Supervisor, Eau Claire County Board

Edward Wittrock
Vice President–Operations, Mayo Clinic Health System–Eau Claire

Maribeth Woodford
Executive Director, Chippewa Valley Free Clinic
These programs were approved for grant allocation in the 2015-2018 funding cycle to help ensure food, clothing, shelter, and basic medical and dental care is provided to those facing crisis.

American Red Cross, Western Wisconsin Chapter
- Disaster Cycle Services
- Service to Armed Forces

Bolton Refuge House
- Crisis intervention Services

Catholic Charities
- Basic Needs Support
- Sojourner House - Shelter for Homeless Adults

Chippewa County Housing Authority
- Tenant-Based Rental Assistance

Chippewa River Industries
- Volunteer Caregiver Program

Chippewa Valley Free Clinic
- Free Clinic Health Care Services

Chippewa Valley Technical College
- CVTC Dental Clinic

The Community Table
- Strong Families and Individuals

Eau Claire Area Hmong Mutual Assistance Association
- Rent Assistance
- Rice Pantry

Eau Claire Interfaith Hospitality Network
- Sheltering for Homeless Families

Great Rivers 2-1-1
- Information, referral and crisis hotline

Lutheran Social Services of Wisconsin and Upper Michigan
- Birth Parent Services

The Open Door Clinic
- Basic Needs – Medical and Prescription Services

Positive Alternatives
- TeenCare Crisis Intervention

West Central Wisconsin Community Action Agency (West CAP)
- Homeless Prevention Program

Western Dairyland Economic Opportunity Council
- Housing First
2014 Day of Caring
The largest volunteer day in the Chippewa Valley, organized by United Way.
- Over 740 volunteers
- 56 project sites
- 2235 total volunteer hours
- 43 organizations helped

2015 Volunteer Guide
United Way’s annual Volunteer Guide is the most comprehensive listing of volunteer opportunities in the greater Chippewa Valley.
- 77 listed organizations
- 700 printed issues distributed in community
- Average of 850 unique pageviews per year online

2015 Global Youth Service Day
United Way supports UWEC E.C.L.I.P.S.E. group and Americorp to organize and recruit students to help out in the community.
- Over 100 student volunteers
- 11 project sites

United Way Emerging Leaders Society
A group of young professionals and leaders that hold events, fundraisers and drives to support United Way initiatives and program partners.

1150+ VOLUNTEERS RECRUITED
2014 Community Block Party
2014 saw the debut of the United Way Community Block Party, a fun, family-friendly event that welcomes people to learn about services available to those in need, and ways they can improve overall quality of life. Featuring games, entertainment, and prizes, close to 1000 people took part and learned how to we can make the Chippewa Valley stronger.

2015 Chippewa Valley Spirit Awards
Each year, United Way wraps up its campaign year by celebrating those who are making a difference in the community. This event honors the businesses and individuals who are helping to make the Chippewa Valley stronger.

2014 Shoebox Project
Each year, United Way asks our community to donate shoe boxes filled with personal care items to distribute to those in need.
- Hundreds of shoe boxes collected
- Distributed to 10 area nonprofits to provide to those who are homeless or struggling.

Stamp Out Hunger
United Way helped the local post offices with this national food drive by promoting and mobilizing collections and recruiting volunteers for the day.
- Over 170,000 lbs. of food collected in Chippewa Valley
- 63,723 lbs. in Eau Claire
- 23,982 lbs. in Chippewa Falls
- $2,000 in monetary donations
- Over 30 volunteers recruited
United Way of the Greater Chippewa Valley appreciates the significant and generous support of our 2014 corporate sponsors. These local, concerned businesses allow us to communicate our message to and engage with a much larger segment of the greater Chippewa Valley.

**THANK YOU to our 2014 Campaign sponsors**

*July, 2014 - June, 2015*

United Way of the Greater Chippewa Valley appreciates the significant and generous support of our 2014 corporate sponsors. These local, concerned businesses allow us to communicate our message to and engage with a much larger segment of the greater Chippewa Valley.

**THESE SPONSORS FUND OUR 2014 CAMPAIGN COMMUNICATIONS AND EVENTS**

**Community Block Party**
- Associated Bank
- Mason Companies
- WESTconsin Credit Union
- HSHS St. Joseph's Hospital & HSHS Sacred Heart Hospital
- Marshfield Clinic
- Mayo Clinic Health System

**Chippewa Valley Spirit Awards**
- BMO Harris Bank
- Group Health Cooperative

**Co-Branded Marketing Sponsorships**
- BMO Harris Bank
- Xcel Energy

**Community Campaign Materials**
- Charter Bank
- Huebsch Services
- Xcel Energy

**Day of Caring**
- BMO Harris Bank
- Leader Telegram
- Market & Johnson
- Marshfield Clinic
- Sacred Heart Hospital
- UnitedHealthcare
- Wipfli, LLP

**Dueling Pianos Event**
- Scheels
- Markin Financial Group of Wells Fargo Advisors, LLC
- The Premier Group
- Vinopal Title & Abstract LLC

**Emerging Leaders**
- BMO Harris Bank
- Market & Johnson
- Ruder Ware

**Leadership Circle**
- Ayres Associates
- Mayo Clinic Health Systems
- Wipfli, LLP
- Xcel Energy

**Newsletter Sponsorships**
- BMO Harris Bank
- Gator Garb Promotions
- Marshfield Clinic
- Mayo Clinic Health System
- Northwestern Bank
- UnitedHealthcare
- Xcel Energy

**Volunteer Guide Sponsorship**
- IDEXX Laboratories
- Jake & Peggy Leinenkugel
- UnitedHealthcare
- Xcel Energy
## COMMUNITY INVESTMENT

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<tr>
<th>Agency</th>
<th>Program</th>
<th>2014-2015</th>
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<td>AIDS Resource Center of Wisconsin</td>
<td>Life Care Services</td>
<td>Allocation 6,000.00</td>
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<td>American Red Cross, Chippewa Valley Chapter</td>
<td>Disaster Services</td>
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<td>Health &amp; Safety</td>
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<td>Site Based Mentoring</td>
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<td>Domestic Violence &amp; Sexual Assault</td>
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<td>Boy Scouts of America--Chippewa Valley Council</td>
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<td>Traditional Scouting</td>
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<td>Boys &amp; Girls Club of the Greater Chippewa Valley</td>
<td>Health &amp; Life Skills</td>
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<td>Nutrition &amp; Fitness</td>
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<td>Catholic Charities of the Diocese of La Crosse</td>
<td>Emergency Services/Housing Counseling</td>
<td>17,955.00</td>
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<td>Agnes Table/Cupboard Warehouse/Financial Wellness Advocate</td>
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<td>Independent Living Skills Training</td>
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<td>Children’s Hospital of WI--Community Services</td>
<td>Building Families</td>
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<td>Child &amp; Family Counseling</td>
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<td>Chippewa Area Mentor Program</td>
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<td>Chippewa Falls Area Senior Center</td>
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<td>Chippewa River Industries</td>
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<td>Chippewa Valley Family YMCA</td>
<td>Scholarships for Children &amp; Families</td>
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<td>Chippewa Valley Ostomy Association</td>
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<td>Chippewa Valley Technical College Foundation</td>
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<td>Citizens Employment &amp; Training</td>
<td>Job Dev. For Older Workers</td>
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<td>Eau Claire Area Hmong Mutual Assistance Ass.</td>
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<td>Employment Program</td>
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## COMMUNITY INVESTMENT

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<td>Eau Claire Interfaith Hospitality Network</td>
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<td>Epilepsy Foundation of Western WI</td>
<td>Client Services</td>
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<td>12,000.00</td>
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<td>Family Resource Center for Eau Claire County</td>
<td>Parents as Teachers</td>
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<td>MATCH</td>
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<td>Family Support Center/ River Source Family Center</td>
<td>Domestic Abuse Services, Parent Education</td>
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<td>Consumer Credit Counseling Services</td>
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<td>Great Rivers 2-1-1</td>
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<td>108,654.60</td>
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<td>Literacy Volunteers–Chippewa Valley</td>
<td>Family Literacy</td>
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<td>REACH</td>
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<td>Special Friends-Chippewa County</td>
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<td>The ARC Eau Claire</td>
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<td>The Open Door Clinic</td>
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<td>The Salvation Army</td>
<td>General Community Assistance</td>
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<td>Summer Youth Services &amp; Nutrition</td>
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<td>The Wellness Shack</td>
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<td>United Cerebral Palsy of West Central WI</td>
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<td>Neurodevelopment Evaluation</td>
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<td>Respite Care &amp; Respitality</td>
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<td>Building Our Inclusive Community</td>
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<td>Fresh Start</td>
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<td>YMCA of Eau Claire</td>
<td>Strong Kids Scholarship</td>
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<td>Donor designations to external nonprofits and other United Ways</td>
<td>Various</td>
<td>43,795.77</td>
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</tbody>
</table>

### TOTAL GRANTS

| TOTAL GRANTS | 1,531,931.96 |

Agency allocations reflected in the Annual Report are dollars that were raised in FY 2014 and distributed in FY 2015. Agency allocations reflected on Form 990 Ending June 30, 2015 are dollars that were raised in FY 2015 that will be distributed in FY 2016. Fiscal year for United Way of the Greater Chippewa Valley is July 1 through June 30.
CONSOLIDATED* STATEMENT OF FINANCIAL POSITION
12 Month Period Ending June 30th, 2015

ASSETS

Current Assets
Cash and Cash Equivalents $1,345,667
Investments 2,440,524
Promises to Give & Receivables 544,676
Prepaid Expenses 9,934
Total Current Assets 4,340,801

Property/Equipment (net depreciation) 30,941
Total Assets $4,371,742

LIABILITIES AND NET ASSETS

Current Liabilities
Designations Payable $18,591
Accounts Payable and Accruals 55,038
Grants Payable to Organizations 1,598,662
Total Current Liabilities 1,672,291

Net Assets
Unrestricted
Board Designated -
Undesignated 552,237
Total Unrestricted Net Assets 552,237
Temporarily Restricted 2,147,214
Total Net Assets 2,699,451

Total Liabilities and Net Assets $4,371,742

* Includes UW endowment (see page 27) and United Way of the Greater Chippewa Valley

ORGANIZATION

United Way of the Greater Chippewa Valley, Inc. is a community-driven, community-focused not-for-profit organization whose purpose is to improve the quality of life in Chippewa and Eau Claire counties by removing obstacles to good education, income and health.

Although supporting our program partners through our annual campaign is an important part of our local function, our United Way’s main focus is to create real and lasting change in our community. Although driven by highly experienced and motivated volunteers, our community impact work involves organizational support that will have direct and measurable benefits to the community.
United Way of the Greater Chippewa Valley and our board of directors are continually conscious of operational costs as we strive to provide opportunities for a good quality of life for everyone in our community. To this end, 85.4% of 2014 contributions were invested back into our communities. These dollars went directly to support agencies serving our residents, community impact work, and volunteer mobilization to address key issues in our community and create real and lasting change.

Operational costs are broken down between administrative and fundraising expenses. Beyond normal operations, these costs support additional volunteer recruitment, community engagement, and various events and drives that further serve our community through the immense support of volunteers.

United Way of the Greater Chippewa Valley
Endowment Corporation

Included in the Consolidated Statement of Financial Position is the United Way of the Greater Chippewa Valley Endowment Corporation (herein referred to as Endowment). Of the temporarily restricted funds reported, $1,531,689 represents the endowment corpus.

The Endowment is a supporting organization of United Way of the Greater Chippewa Valley, Inc. and was created to improve and perpetuate United Way, its successor, or other organization with similar mission in greater Chippewa Valley, or to assist with the area with needs from a catastrophic event, through distribution of its income. Contributions to the organization are determined annually by the Endowment Corporation directors. Contributions are to be used to offset administrative expenses of the organization so more campaign contributions can be allocated to programming. The assets are managed by the Community Foundation of Chippewa County.
OPPORTUNITIES FOR A GOOD QUALITY OF LIFE FOR ALL

WANT TO BE A REAL LEADER OF CHANGE?
Become a LEADERSHIP CIRCLE donor.

As a Leadership Circle donor, you will:
• Be invited to special events
• Receive our quarterly newsletter
• Know that you are making a significant and positive change in our community

TAKE THE LEAD WITH A GIFT OF $10 PER WEEK OR MORE.

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