A NOTE FROM UNITED WAY LEADERSHIP

As we reflect on the past year, we’ve faced tremendous challenges as individuals and organizations. The value of a strong United Way is never clearer than in times of extreme difficulty. We’ve never been prouder to lead an organization with such a dedicated network of staff, volunteers, donors, and community partners.

As the COVID-19 pandemic continued to present new challenges and amplify those that already existed in our region, United Way of the Greater Chippewa Valley (UWGCV), our endowment, and our donors rose to the occasion to support those most at-risk.

- The $500,000 investment by the United Way of the Greater Chippewa Valley Endowment was paid to 16 grant recipients to support their work in early childhood education and development for families in Eau Claire and Chippewa Counties.
- UWGCV partnered with five local organizations to host a diaper drive in the spring, providing 280,000 diapers - a six-month supply for Eau Claire and Chippewa County families in need.
- As Program Partners and COVID Recovery Grant recipients faced a need to change how service was delivered, UWGCV changed with them, adapting in real-time as community needs evolved.

The 2020-2021 fiscal year represented the sixth year of the outcome-based Community Impact Model. The outcomes not only keep us accountable to our donors, but they also serve as proof that our community investment is moving the needle on the most critical issues our region faces. Outcomes continue to illustrate the challenges faced by our Program Partners during the pandemic – not meeting in person meaning services need to be provided virtually. We will continue to support our partners as they transition to providing more services virtually and are confident the outcomes will continue to improve. Looking forward, we’ll continue to advance our work in health, education, financial stability, and basic needs through strong community partnerships.

United Way of the Greater Chippewa Valley is proud to commit to a $1,000,000 annual community investment for 2022-2025. While this is a significant number, over $2,000,000 is requested annually; meaning there is still significant unmet community need. Strong community partnerships will be critical to grow our resources and better satisfy those unmet needs. We thank all who have supported our work this past year and for making a difference in the Chippewa Valley. We ask you to thoughtfully consider your budget for next year and join the continued effort to close the gaps that exist in our community.

Yours in Service,

Andrew Neborak
Executive Director
United Way of the Greater Chippewa Valley

Julie Thoney
Board Chair
United Way of the Greater Chippewa Valley

MISSION

We improve lives and build stronger Chippewa Valley communities by bringing resources together to advance the common good.

VISION

We will make an impact on complex problems- reducing need and increasing quality of life.

VALUE STATEMENT

In the community and with one another we are united by being responsible, collaborative, trustworthy, and solutions-oriented.
BOARD OF DIRECTORS

Officers
Julie Thoney
Board Chair
Xcel Energy

Angie Weideman
Immediate Past Board Chair
Chippewa County Department of Public Health

Kyle Darley
Chair Elect
W.S. Darley & Co.

Andrew Martin
Treasurer
Goldridge Companies

Mike Tzanakis
Campaign Chair
Community Member

Len Borgen
Vice Campaign Chair
Miron Construction

Miriam Gehler
Community Impact Chair
Marshfield Clinic Health System

Karen Hebert
Secretary
United Way of the Greater Chippewa Valley
Beginning July 2020

Andrew Neborak
Executive Director & Secretary
United Way of the Greater Chippewa Valley
Beginning July 2020

Directors
John Wagner
2nd Vice Campaign Chair
HSHS St. Joseph’s Hospital

Jason Craig
At-Large
Mayo Clinic Health System

Sheanne Hediger
At-Large
Baker Tilly

Nona Buchholz
Director of Accounting & Operations
Ending November 2020

Melissa Maxwell
Director of Resource Development
Ending January 2020

Karen Hebert
Interim Executive Director
Ending July 2020

Bruce Oommen
At-Large
Ayres Associates

Dale Peters
At-Large
City of Eau Claire
Retired October 2020

Shawn Snedden
At-Large
Jacob Leinenkugel Brewing Co.

Karen Hebert
At-Large
Spectrum Insurance Group
Beginning January 2020

Bill Mercer
At-Large
Premium Waters
Beginning December 2020

Jennine Fox
At-Large
University of Wisconsin Eau Claire
Beginning December 2020

Andie Auna
Ex-Officio
Xcel Energy

STAFF

Nona Buchholz
Director of Accounting & Operations
Ending November 2020

Kelly Christianson
Lead Community Impact Director
Financial Stability & Basic Needs

Kathy Cooper
Director of Operations

Isabella Hong
Community Impact Director
Health & Education
Beginning November 2020

Lance Liddell
Director of Accounting & Administration
Beginning October 2020

Melissa Maxwell
Director of Resource Development
Ending January 2020

Karen Hebert
Interim Executive Director
Ending July 2020

Andrew Neborak
Executive Director
Beginning July 2020

Rachel Phelan
Director of Marketing & Communications
Beginning October 2020

W.W. United Way
Of the Greater Chippewa Valley

W.W. United Way
Of the Greater Chippewa Valley
COVID RECOVERY GRANT HIGHLIGHTS

1. 16 projects were funded in three waves. [Click here to watch the COVID Recovery Impact Story.]

2. All United Way of the Greater Chippewa Valley funds were released from the UWGCV Endowment Fund.

3. We invested $500,000 throughout the Chippewa Valley.

4. Funded projects are aimed at the development of children from birth to 5th grade.

5. Grant partnership with community foundations provided over $1.2 Million to area nonprofits.

6. UWGCV identified early childhood development and the well-being of the children’s families as being critical during its assessment of pandemic-related community needs.
HEALTH

Bold Goal: Mental Health of Chippewa Valley residents will improve by utilizing prevention and intervention programs.

COMMUNITY IMPACT BEYOND GRANT FUNDING

- Community Health Assessment (CHA)
  United Way collaborates with public health departments and local hospitals in the Chippewa Valley every three years to identify the top health issues in our communities.

20-21 HEALTH ADVISORY COUNCIL

Sara Carstens (Chair)
Mayo Clinic Health System

Cortney Draxler (Vice Chair)
Eau Claire City-County Health Department

Jason Craig (Board Liaison)
Mayo Clinic Health System

JoAnna Bernklau
Marshfield Clinic Health System

Loralee Clark
Community Member

Timothy Easker
Chippewa County Department of Human Services

PROGRAM PARTNERS

Big Brothers Big Sisters of Northwestern Wisconsin
One to-One Youth Mentoring

Bolton Refuge House, Inc
Mental Health Intervention Program

Children’s Wisconsin
Child and Family Counseling

Eau Claire Area School District
School Based Mental Health

Family Support Center
Domestic Violence Program

The Open Door Clinic, Inc.
Mental Health Services

The Wellness Shack, Inc.
Peer Support Services

YMCA of the Chippewa Valley
Healthy Living Program

Terri Goettl
Cadott Elementary School
Ending August 2020

Brenda Goettl
Northlakes Community Clinic
Ending June 2021

Pamela Guthman
University of Wisconsin Eau Claire

Rachel Potczek
Chippewa County Department of Public Health

Toni Simonson
HSHS Sacred Heart / St. Joseph’s Hospital
OUTCOMES

HEALTH

SHARED OUTCOMES - Programs must measure at least one outcome.

Outcome 1: PREVENTION - Individuals and/or families will increase protective factors to support mental health.

Outcome 2: INTERVENTION - Individuals and/or families will effectively manage life challenges (crisis).

Outcome Indicators: Programs must measure at least three of the four indicators.
- Indicator 1: # and % of individuals who identify at least one supportive relationship.
- Indicator 2: # and % of individuals who actively utilize at least one coping skill.
- Indicator 3: # and % of individuals who report a decrease/abstinence in risky behaviors.
- Indicator 4: # and % of individuals who develop an effective safety plan.

1,113 SERVED

55% of outcomes fully achieved
75% of indicators fully achieved
74% of target audience reached
EDUCATION

Bold Goal: Children in the Chippewa Valley will enter school ready to succeed.

COMMUNITY IMPACT BEYOND GRANT FUNDING

- **Born Learning Trails.** Twelve trails are maintained by volunteers across the Chippewa Valley.
- **“Read to Me” Book Month.** A month-long event to highlight early literacy outcomes and the importance of reading every day.

20-21 EDUCATION ADVISORY COUNCIL

Laurie Haus (Chair)
*Eau Claire Area School District*

Kari Kerber (Vice Chair)
*Chippewa County Department of Human Services*

Kyle Darley (Board Liaison)
*W.S. Darley & Co.*
Beginning January 2021

Elizabeth Draeger
*Eau Claire City-County Health Department*
Beginning March 2021

Renee Ernsting
*Western Dairyland Economic Opportunity Council, Inc.*
Beginning January 2021

PROGRAM PARTNERS

**Children’s Wisconsin**

*Building Families - Home Visiting*

*Eau Claire City-County Health Department*

*Western Wisconsin Nurse Family Partnership Consortium - Home Visiting*

**Family Support Center**

*River Source Bright Starts and Rural Playgroup Services*

**Literacy Chippewa Valley**

*Family Literacy for Early Learning Success*

Kristin Kelm
*Chippewa County Department of Public Health*

Dorothy Lillo
*Western Dairyland Economic Opportunity Council, Inc.* Ending August 2020

Yia Lor
*UW-Madison Division of Extension*
Beginning September 2020

Therese Powell
*Chippewa Falls Unified Area School District*
Ending September 2020

Kitty Rahl
*Community Member*

Barb Stevens
*Marshfield Clinic Health System*

Kelly Stokes
*Community Member*

Denise Wirth
*Eau Claire City-County Health Department*
Ending January 2021
OUTCOMES

SHARED OUTCOMES - Programs must measure both outcomes.

Outcome 1:
Children in the target population will demonstrate appropriate development in the following areas:
- Health and physical well-being.
- Social and emotional development.
- Language development and general knowledge.

Outcome 1 Indicators:
- # and % of children who displayed developmental growth in health and physical well-being.
- # and % of children who displayed developmental growth in social and emotional development.
- # and % of children who displayed developmental growth in language development and general knowledge.

Outcome 2:
Parents/guardians/caregivers will provide supportive environments for children in the target population.

Outcome 2 Indicators:
- # and % of participants who demonstrate and/or report an increased understanding of positive parenting/caregiving skills.
- # and % of participants who demonstrate and/or report an increased understanding of child development.
- # and % of participants who demonstrate and/or report an improved relationship with their child(ren) in the area of communication.
- # and % of participants who demonstrate and/or report an increased access to supports and resources.

6,933 SERVED
70% of outcomes fully achieved
75% of indicators fully achieved
88.37% of target audience reached
FINANCIAL STABILITY

Bold Goal: Chippewa Valley residents will achieve self-sufficiency through employment training and personal money management skills.

PROGRAM PARTNERS

Chippewa Valley Technical College Foundation
United Way Microgrant Program
FamilyMeans
Financial Solutions: Consumer Credit Counseling Service
Junior Achievement of Wisconsin Northwest Area
Personal Finance and Work Readiness Education
Western Dairyland Economic Opportunity Council, Inc.
Chippewa Fresh Start
Workforce Resource, Inc.
Employment and Training Program

20-21 FINANCIAL STABILITY ADVISORY COUNCIL

Scott Hodek (Chair)
Wisconsin Department of Workforce Development

Bobbie Jaeger (Vice Chair)
Chippewa County Department of Human Services

Rob Ganschow
Wipfli

Luke Hanson
Eau Claire Area Economic Development Corporation

Jacque Hogan
Western Dairyland Economic Opportunity Council, Inc.
Ending December 2020

Margo Keys
Chippewa Valley Technical College

Heather Johnson Schmitz
Royal Credit Union

Michaela Stendahl
Workforce Resource, Inc.

Melissa Wait
CCFBank

Kaylynn Winegar
Eau Claire Area Chamber of Commerce

Brady Zwiefelhofer
Thrivent Financial
Ending October 2020
OUTCOMES

FINANCIAL STABILITY

SHARED OUTCOMES- Programs must measure at least one outcome.

Outcome 1:
Families who face financial challenges will have a steady source of income that allows them to meet basic needs and increase disposable income.

Outcome 1A Indicators:
- # and % of participants placed in intern programs.
- # and % of participants placed in school-to-work programs.
- # and % of participants exposed to high demand occupations.
- # and % of participants who understand the earning potential of employment training (e.g. apprenticeship, certificate, postsecondary education) over a lifetime.

Contributing Outcome B:
Individuals who face financial challenges will have the job skills needed to further their careers.

Outcome 1B Indicators:
- # and % of participants who obtained a credential (e.g. GED/HSED; WorkKeys certificate; Certified Nursing Assistant).
- # and % of participants who obtained a postsecondary degree.
- # and % of participants who made progress toward a post-secondary degree as indicated by achieving a passing grade in 15 credits within one year.

Outcome 2:
Individuals will have effective personal money management skills.

Outcome 2 Indicators:
- # and % of participants with unsecured debt at 10% or less of net income.
- # and % of participants with total debt at 40% or less of net income.
- # and % of participants who understand what it means to save and invest.
- # and % of participants exposed to high demand occupations.

1,317 SERVED

42.86% of outcomes fully achieved
72.73% of indicators fully achieved
60.73% of target audience reached
BASIC NEEDS

Bold Goal: Chippewa Valley residents will have access to food, shelter, and medical services in their time of need.

PROGRAM PARTNERS

Bolton Refuge House, Inc
Crisis Intervention Services

Catholic Charities of the Diocese of La Crosse
Shelter for Homeless Adults

Chippewa County Housing Authority
Tenant Based Rental Assistance

Chippewa Valley Free Clinic
Comprehensive Health Care for Impoverished and Low-Income Families

Chippewa Valley Technical College Foundation, Inc.
CVTC Dental Clinic

The Community Table
The Community Table

Family Promise of the Chippewa Valley
Homeless Shelter for Families

Legacy Community Center, Inc.
Agnes’ Table

The Open Door Clinic, Inc.
Medical and Prescription Services

West Central Wisconsin Community Action Agency
Homeless Prevention Program

Western Dairyland Economic Opportunity Council, Inc.

COMMUNITY IMPACT BEYOND GRANT FUNDING

- Emergency Food and Shelter Program. United Way of the Greater Chippewa Valley annually administers the distribution of funds as part of this federally funded program.
- SingleCare Discount Prescriptions. This allows residents to receive prescriptions up to 80% off. SingleCare is free of charge and can be used at any pharmacy across the Chippewa Valley.

20-21 BASIC NEEDS ADVISORY COUNCIL

Marc Goulet (Chair)
University of Wisconsin Eau Claire

Justin Searles (Vice Chair)
ISS Facility Services

Kyle Darley (Board Liaison)
W.S. Darley & Co.
Ending December 2020

Bruce Ommen (Board Liaison)
Ayres Associates Inc.
Beginning December 2020

Jennifer Barrett
L.E. Phillips CDC Outreach Center

Mike Cohoon
Landmark Christian Church

Jenelle Haddad
Family Support Center

Kathleen Manor
Xcel Energy

Roberta Rasmus
Community Member

Nancy Renkes
Feed My People
Beginning November 2020

Kristin Renneke
Chippewa Falls Area Unified School District/Family Support Center

Tom Wagener
Eau Claire Transit

3,194 SERVED

1,591 received emergency shelter
60,324 meals provided
69.80% of target audience reached

www.uwgcv.org
THANKS TO OUR VOLUNTEERS!

1295 VOLUNTEERS
2168 HOURS
$61,874.72 of value provided to UWGCV for hours worked
20-21 Financial Highlights at a Glance

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS OF JUNE 30, 2021

CURRENT ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>Investments</td>
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<td>Promises to Give</td>
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<td>Related Party Receivable</td>
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<td>Prepaid Expenses</td>
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PROPERTY AND EQUIPMENT, NET

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TOTAL ASSETS

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<td>$6,043,569</td>
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

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<th>Description</th>
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<td>Accounts Payable</td>
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<td>Accrued Liabilities</td>
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<td>Grants Payable to Organizations</td>
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<td>Unearned Revenue</td>
<td>$570</td>
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<td>TOTAL CURRENT LIABILITIES</td>
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LONG-TERM LIABILITIES

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TOTAL LIABILITIES

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<td>$1,150,594</td>
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NET ASSETS

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Without Donor Restrictions</td>
<td>$2,123,088</td>
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<td>With Donor Restrictions</td>
<td>$2,769,887</td>
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<td>TOTAL NET ASSETS</td>
<td>$4,892,975</td>
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<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td>$6,043,569</td>
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FUNCTIONAL EXPENSES

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<th>Function</th>
<th>Percentage</th>
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<td>Fundraising</td>
<td>9%</td>
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<tr>
<td>General Management</td>
<td>9%</td>
</tr>
<tr>
<td>Programming</td>
<td>82%</td>
</tr>
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HOW DONATIONS ARE INVESTED

DONATIONS RECEIVED BY COUNTY

- 67.90% Eau Claire County
- 32.10% Chippewa County

GRANT FUNDING

- 65.72% Eau Claire County
- 34.28% Chippewa County

UNITED WAY OF THE GREATER CHIPPEWA VALLEY ENDOWMENT CORPORATION

Jerry Jacobson  
President  
Northwestern Bank

Mike Tzanakis  
Treasurer  
Community Member

Andrew Neborak  
Secretary  
UWGCV Executive Director  
Ex-Officio

Jason Craig  
Mayo Clinic Health System

Peter Farrow  
Group Health Cooperative

Dick Leinenkugel  
Jacob Leinenkugel Brewing Co.

Tom Kell  
Community Member

Dale Peters  
City of Eau Claire  
Retired October 2020

Julie Thoney  
UWGCV Board Chair  
Xcel Energy

Andrew Martin  
UWGCV Treasurer  
Goldridge Companies

Kristin Schmidt  
Golf Tournament Chair  
M3 Insurance
WE THANK YOU FOR YOUR SUPPORT

SPONSOR RECOGNITION

Book Month
- Northwestern Bank

Born Learning Trails
- Mayo Clinic Health System

Campaign Video
- Group Health Cooperative

Community Campaign
- BMO Harris Bank

Community Champion
- BMO Harris Bank

Day of Caring
- BMO Harris Bank
- Mason Companies, Inc.
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Royal Credit Union
- UnitedHealthcare
- Wipfli

Emerging Leaders
- BMO Harris Bank
- Group Health Cooperative
- Mayo Clinic Health System
- Royal Credit Union
- Xcel Energy

Spirit Awards
- BMO Harris Bank
- Group Health Cooperative
- Royal Credit Union
- Mayo Clinic Health System
- Xcel Energy

Leadership Circle
- Ayres Associates
- BMO Harris Bank
- Group Health Cooperative
- Huebsch Services
- Mayo Clinic Health System
- PESI
- UnitedHealthcare
- Wipfli
- Xcel Energy

Newsletter
- BMO Harris Bank

Volunteer Guide
- ADRC
- Ayres Associates
- BMO Harris Bank
- Group Health Cooperative
- Huebsch Services
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Nestle
- PESI
- UnitedHealthcare
- Wipfli
- Xcel Energy