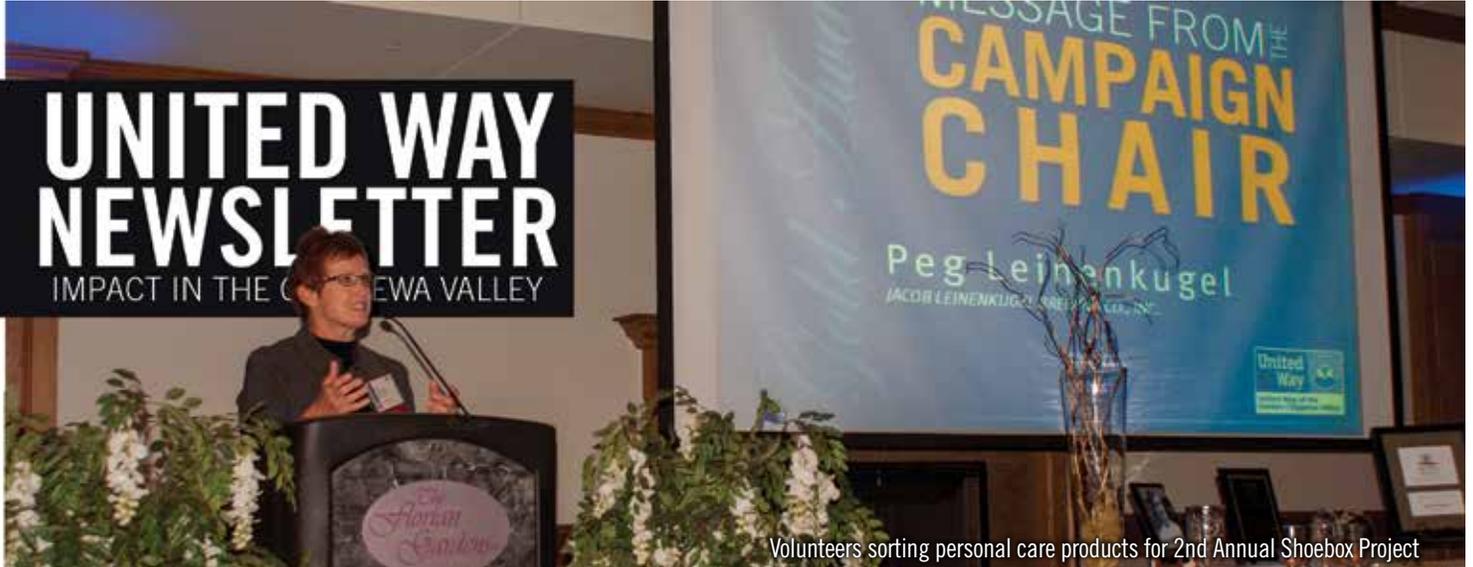


## UNITED WAY NEWSLETTER

IMPACT IN THE CHIPPWEA VALLEY



Volunteers sorting personal care products for 2nd Annual Shoebox Project

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Jan Porath, Executive Director  
United Way of the  
Greater Chippewa Valley

## FROM THE EXECUTIVE DIRECTOR *“Coming to a doorknob near you.”*

The 2-1-1 information and referral and crisis line was launched in Eau Claire and Chippewa counties in January 2008. The 2-1-1 line allows individuals to connect with hundreds of community services and 24/7 crisis line by simply dialing the digits 2-1-1 on their telephones.

2-1-1 is a free, confidential service that operates 24 hours a day, seven days a week in English with additional language interpretation available. For basic needs or in times of crisis, 2-1-1 provides everyone streamlined access to critical health and human services.

2-1-1 is for everyone. Many think that it is a service for the poor or impoverished, but that isn't the case. The information shared by 2-1-1 transcends socioeconomic status. We continue to experience an increase in programs and organizations that serve our area. 2-1-1 can serve as an incredible resource to remove confusion and frustration that can occur as an individual navigates services.

2-1-1 receives over 4,000 calls each year from Eau Claire and Chippewa counties. In 2012, over three hundred of the calls were considered “crisis” calls, a portion of which included the threat of suicide. The most prevalent calls, over 1,300, are inquiries regarding mental health and addictions.

Unfortunately, 2-1-1 continues to be a best-kept secret in our communities. The United Way office experiences calls each week in which we refer individuals to seek information from 2-1-1, as do many other organizations, I’m sure. Callers are more often than not unaware that 2-1-1 exists.

As we actively try to get the word out about this community-wide service, we again rely on the help of our strong volunteer base. United Way continues to include 2-1-1 materials as part of our workplace campaign activities, and have recruited incredible volunteers that have distributed placards and brochures to high-traffic areas. United Way has secured in-kind printing (see page 11) for an upcoming door hanging campaign. We are only scratching the surface in spreading the word about 2-1-1. I encourage you to consider sharing with your networks that 2-1-1 exists in our communities. Please call our United Way office and we can share materials with you to post at your place of worship, your office break room, or at your next book-club meeting. You get the picture. During national volunteer week, you just might have information hanging from your doorknob delivered by the caring force of volunteers.



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## COUNTY HEALTH RANKINGS & ROADMAPS PROJECT

*Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute provide data and solution resource for local communities*

The County Health Rankings & Roadmaps project, just released on March 20th at [www.countyhealthrankings.org](http://www.countyhealthrankings.org), is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute to help communities develop comprehensive solutions to create healthier places to live, learn, work and play. The website presents a variety of county-by-county rankings and measures that affect health such as the rate of people dying before age 75, high school graduation rates, unemployment figures, poverty levels, access to clinical care providers, limited access to healthy foods, air and water quality, income, and rates of smoking, obesity and teen births. It also offers roadmaps to action for community leaders, educators, employers, government leaders, healthcare professionals and others interested in improving their communities. United Way Worldwide is the national Roadmaps partner with the project.

For example, in Chippewa and Eau Claire counties, reported rankings from the program show that the percentage of excessive drinking is significantly higher than the national average. Data comparisons such as this can help to focus on key health issues in our area that would have significant, far-reaching impact on our community. Specific to United Way of the Greater Chippewa Valley, the County Health Ranking program will be another valuable resource for our Health Advisory Council to use in determining focus areas for the Health Community Action Plan being developed.

The data compiled and presented by The County Health Rankings team combines health information from a variety of national data sources to create the rankings. Calculated results are prepared with

assistance from the National Center for Health Statistics, other units of the Centers for Disease Control and Prevention (CDC), and The Dartmouth Institute.



Review health rankings by county at:  
[www.countyhealthrankings.org](http://www.countyhealthrankings.org)

SAMPLE OF MEASUREMENTS	CHIPPEWA COUNTY (Overall rank: 26 of 72 counties)	EAU CLAIRE COUNTY (Overall rank: 17 of 72 counties)	NATIONAL BENCHMARK*
Adult smoking	24%	18%	13%
Adult obesity	32%	28%	25%
Excessive drinking	22%	26%	7%
Children in poverty	16%	16%	14%
Violent crime rate (per 100,000)	103	138	66
Limited access to healthy foods	5%	8%	1%
Mental health providers	6,947:1	3,296:1	2,714:1 (Wisconsin)**

\* 90th percentile, i.e., only 10% are better.

\*\* National figures unavailable

## COMPANY SPOTLIGHT

### *U.S. Bank - Eau Claire & Chippewa Falls*

U.S. Bancorp, the parent company of U.S. Bank, is the 5th largest commercial bank in the United States. They boast over 3,000 banking offices and a comprehensive line of banking services to both consumer and commercial customers. Locally, U.S. Bank has five branch locations in Eau Claire, including downtown and one in Chippewa Falls.

U.S. Bank—both nationally and locally—is a community supporter through various public programs it provides and volunteerism it supports, and by being a key partner with United Way. They offer a wide range of financial education initiatives to children, adults and small businesses. In 2011, more than 3,200 banking seminars were attended by more than 131,000 people across the nation. Topics included youth and adult consumer education, small business education, home buying and investing.

U.S. Bancorp supports United Way each year with an employee campaign and significant corporate gifts through the U.S. Bancorp Foundation to help address human services needs in the community. In 2012, employee pledges and contributions by the U.S. Bancorp Foundation to United Way totaled nearly \$12.5 million. U.S. Bank was also the recipient of United Way Worldwide's 2011 Spirit of America award.



she had contributed to United Way through workplace campaigns before, “This was the first company I worked for that didn't just go through the motions of asking, but really explained and supported the cause.” Jodi was particularly motivated by the IMPACT Tours. “They were very important.”

Nicole and Jodi took to the road, presenting United Way's mission and campaign to all local U.S. Bank branches, showing United Way campaign videos and inviting guest speakers from program partners. At the call center, Ben held 4 presentations to staff with Big Brothers Big Sisters representing. “It was also important to let staff know that their CEO is hugely involved with United Way,” Jodi says. In fact, U.S. Bank's business culture is so supportive of community involvement that up to 16 hours of paid volunteer time is allotted to eligible employees, and staff is designated at the regional and national level to provide United Way campaign support to local offices.

Our area's U.S. Bank also hosted a Wine and Cheese Tasting at Infinity Beverages to thank U.S. Bank Leadership givers and Emerging Leaders, which was paid for by the U.S. Bank Eau Claire district.

Because of local executive support and encouragement, community-minded staff and enthusiastic ECCs, U.S. Bank managed to achieve an 8% increase in employee giving, a 74% increase in special event dollars, and a 5% increase in overall employee participation that resulted in an impressive 76% of all employees giving to the United Way campaign. While they kept the same number of leadership donors, those contributors donated 4% more than the year prior, accounting for 54% of all employee giving.

Add to this the consistent support of United Way events, staff members stepping forward year after year to volunteer as United Way Account Executives, and their participation in Day of Caring, and it becomes clear to our United Way that U.S. Bank is truly banking on its communities as their most significant investment.



Nicole Chetwood & Jodi Smith of U.S. Bank

Locally, U.S. Bank is a consistent Business Best 25 company and supported our 2012 Community Campaign with contributions totaling \$31,345.21. This, in no small part, was helped by the efforts of U.S. Bank employees Nicole Chetwood and Jodi Smith at the downtown main office, and Ben Seume at their call center, all Employee

Campaign Coordinators (ECCs) for the United Way campaign.

It was Jodi and Nicole's first year running a workplace campaign, and Ben's second. “But we got a lot of support from Jen [Moen] and Therese [Pershall],” Nicole says, referring to previous U.S. Bank ECCs. On being asked to take on the role, Nicole explains that it was encouraging because, although

## EMERGING LEADERS 2013 WINE TASTING EVENT A SUCCESS

Many thanks to our Emerging Leaders society for arranging a stellar 5th Annual United Way Wine Tasting Event. This celebration was well-attended and raised over \$3,500 for the community!

View our 5th Annual Wine Tasting  
Photo Gallery at:

[www.facebook.com/uwgcvcv](http://www.facebook.com/uwgcvcv)





## INCOME ADVISORY COUNCIL ADVANCING WITH COMMUNITY ACTION PLAN

*Narrowing in on Key Focus Areas, Issues, and Target Population*

The Income Advisory Council, composed of volunteers facilitated by United Way of the Greater Chippewa Valley's mobilization staff, is moving forward in its development of a community action plan to counter the barriers inhibiting financial stability for area residents.

The vision of the Income Advisory Council is to see that disadvantaged families in the Chippewa Valley achieve financial stability and economic independence. The council is currently focusing on financial literacy and gainful employment. Financial literacy efforts will target a broad range of residents beginning with middle-school students, and job training and employment efforts will involve those in their teenage years through adults age 45. The target population was chosen because: 1) youth and adults would be put on a path of lifetime success; and, 2) adults through age 45 are most likely supporting non-adult children and benefits would be experienced by the whole family.

The council is currently prioritizing 4 key issues to address their focus areas—financial literacy counseling, skill assessment and training, employment opportunities for young adults, and effective collaboration and coordination between organizations and businesses.

During this planning process, the council is utilizing the experience, expertise and data of its members' organizations, and working to engage with other key employment, education and human service providers to share information, solicit feedback, and discuss strategies and outcome measures. Important to this process is to avoid redundancy of services



Scott Hodek leads a group breakout session at a January Income Advisory Council meeting.

by identifying what programs are already in place, where gaps exist, and determining partner relationships. In this way, an implementation plan can be developed.

The estimated plan completion date is September of 2013.

### Income Advisory Council Members

**Scott Hodek (Chair)**

*Economist, Wisconsin Dept. 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*

**Wayne Jennings**

*Certified Consumer Credit Counselor*

*FamilyMeans (Consumer credit counseling service)*

**Margo Keys**

*Vice President of Student Services*

*Chippewa Valley Technical College*

**Charlie Walker**

*President/CEO*

*Chippewa County Economic Development Corporation*



Wayne Jennings reviews key barriers to skills training during the January council meeting.

BOOK YOUR TOUR: 715-834-5043



Thank you to our IMPACT Tour partner:  
**Cody Limousines**

## Tour Schedule: June Through October

Dates to be posted soon at: [uwgcv.org/impact-tours](http://uwgcv.org/impact-tours)



## CATHY HATLELI - GIVING BACK TO HER COMMUNITY



"The community helped my son 25 years ago," Cathy Hatleli says, explaining why she is a strong believer in advocating for United Way.

At that time, her 3 month old son had just been diagnosed with cystic fibrosis. She and her husband did not have the means at that time to afford the treatment her son required, so they reached out to the community and the state for help. In the end, several local agencies provided the aid and support they needed until

they could maintain a level of financial stability. "I wrote a lot of letters to those programs to thank them. We wouldn't have been able to get through that time without their help."

So it was an easy decision for Cathy to begin contributing 13 years ago to a United Way workplace campaign through E.O. Johnson. Yet, just like many others, Cathy didn't completely understand the full scope of United Way's impact and the programs it supports until participating in Day of Caring and going on an IMPACT Tour. "That's when it truly hit me," she says.

She has been an employee campaign coordinator for 11 years at E.O. Johnson. About 6 years ago, after United Way staff noticed her avid participation in that role, they asked her to become an account executive — a vital volunteer support role that involves handling multiple corporate accounts and being a support and liaison between ECCs and United Way. She asked her employer if this would be okay, since it would infrequently involve work

time, and E.O. Johnson was extremely supportive. "Most times, I can make arrangements over lunch or early in the morning," she says. "And I don't mind working until six on occasion if I need to make up time."

For Cathy, the role of an account executive is rewarding, she says, because, "I find such pleasure in speaking from the heart and then see a reaction from others, and know that I've touched someone." Of course, she doesn't deny the challenge of having to first get in front of company executives, which can occasionally be daunting considering busy schedules and priorities. But the reward, for Cathy, is meeting ECCs and other employees at the workplaces she visits and the fulfillment of "paying it forward" to the community. "It's the joy of seeing the reports of your account list and the results of what you're accomplishing. You're doing something good for the community."

Cathy extols the great team she works with and how they help support the community in other ways, such as at Christmas time, when E.O. Johnson runs their Wants, Needs, Wishes campaign. The "wants," "needs," and "wishes" of three families are given to them by Beacon House and E.O. Johnson staff shop for and gift wrap those requests. Cathy helps out with the shopping. E.O. Johnson staff also puts teams together for Day of Caring, of which Cathy takes on the role of team coordinator.

Cathy's passion for her volunteer role as account executive reflects the gratitude for a community that stepped up in her time of need, and her sincere desire to do good. As another source of passion, she says, "Hearing United Way staff communicate their message gives me passion."

Which further reveals the cyclical nature of a community, since it is the actions and examples set by volunteers like Cathy Hatleli that help to inspire and promote the United Way message.

## Community Leaders and Organizations recognized at 2013 Gold Awards

To view all who were recognized at Gold Awards, please visit: [www.uwgcv.org/2013-gold-awards](http://www.uwgcv.org/2013-gold-awards)

On Tuesday, March 5th, 2013, United Way of the Greater Chippewa Valley honored area businesses and individuals who have significantly contributed to improving quality of life in the Chippewa Valley. The event location was graciously offered by The Florian Gardens, and the event itself was generously sponsored by Group Health Cooperative of Eau Claire.



L.E. Phillips Libertas Treatment Center

L.E. Phillips Libertas Treatment Center of Chippewa Falls was the proud recipient of the Nonprofit Excellence Award for their dedication to providing crucial mental health services to those who would otherwise not be served, and for their advocacy for individuals with behavioral health and substance abuse.

Bernard “Buni” Willi was presented with the Humanitarian Award for his life-long commitment to community improvement, including over 20 years of support and active volunteerism with the Chippewa Area Mentor Program.



Bernard “Buni” Willi with Kayla Midthun of Chippewa Area Mentor Program

Jan Proctor, program director at Big Brothers Big Sisters of Northwestern Wisconsin, received the Senn Award for over 30 years of outstanding dedication and leadership in helping to establish the local chapter as a national leader of Big Brothers Big Sisters organizations. The Senn Award was established by Kaye and Steve Senn in 1998 to honor an individual’s leadership in the nonprofit sector.



Vicki Hoehn with Jan Proctor of Big Brothers Big Sisters

The Spirit of the Chippewa Valley Award, the highest honor given by United Way of the Greater Chippewa Valley to a business, was presented to CliftonLarsonAllen for their avid support of United Way and the community by being a Business Best 25 contributor, and by a strong corporate culture of volunteerism and community activism.



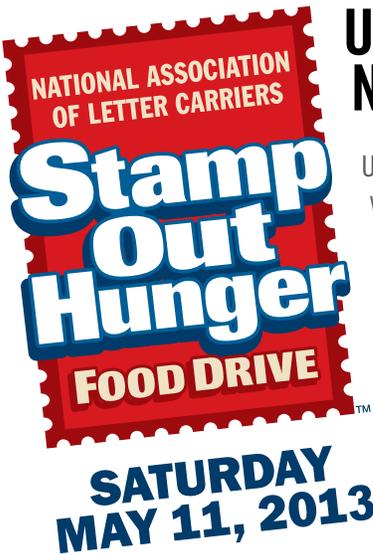
Peg Leinenkugel with Steve Bien of CliftonLarsonAllen

Other awards presented include: The Day of Caring Award, presented to Xcel Energy for their team’s significant efforts during United Way’s largest single volunteer event; the Keystone Award, presented to Karin Schuler for her work as an employee campaign coordinator at Premium Waters, Inc.; and the Outstanding Emerging Leader Award, presented to Nate Steffenhagen of IBM for his strong leadership as a member of the United Way Emerging Leaders society.

United Way’s Business Best 25 were also honored. Combined, their contributions total over \$1,278,000. Visit our website to see a full list of Gold Award honorees and award winners. Photos of the event are available at [www.facebook.com/uwgcv](http://www.facebook.com/uwgcv).



Representatives of Business Best 25 award winners.



## United Way Once Again Partners with Largest National Food Drive to Support Local Pantries

United Way is once again working with local postal carriers to support the Stamp Out Hunger food drive to support area food pantries. In 2012, 70.5 million pounds of food were donated nationally, which brought the grand total of donations to more than 1.2 billion pounds of food collected over the history of the drive. In the Chippewa Valley alone, over 140,000 pounds of food were collected for local pantries. At

this time of year, pantries are in desperate need of restocking in time for the increased demand from families during summer break when free school meal programs are not available for their children.

Unfortunately, despite the generosity of millions of Americans who have supported the letter carriers' food drive in previous years, the need for food assistance has never been greater. According to the U.S. Department of Agriculture's annual study measuring food security in the United States, nearly 50 million Americans are living in food insecure homes.

### How You Can Help:

- Donate your dry and canned goods on May 11th for your postal carrier to pick up at your mailbox.
- Plan a food drive at your workplace.
- Volunteer to help the letter carriers on the day of the event - e-mail interest to [volunteer@uwgcv.org](mailto:volunteer@uwgcv.org).

To donate, fill the bag your postal carrier will leave in your mailbox with non-perishable food items and place at your mailbox for the Saturday, May 11 pickup. Also, consider starting a food drive at your workplace. Tell your normal carrier that you will be holding a Stamp Out Hunger food drive the week of Stamp Out Hunger and they will give you what you need. Or, encourage a social or special interest group or club you are involved with to do a special food drive for Stamp Out Hunger.

Another way you can help out is to volunteer on the day of the event and help the letter carriers collect donated food items. Approximately 50-60 people are needed to collect items on walking routes, or assist carriers on driving routes by gathering donations. These volunteer opportunities do involve some physical activity and lifting up to 35 pounds. More information can be found on at our website. Those interested in volunteering should e-mail [volunteer@uwgcv.org](mailto:volunteer@uwgcv.org) or call 715.834-5043.

### HUNGER STATISTICS IN AMERICA

- 50 million or 1 in 6 Americans live in food insecure households
- 17 million or 1 in 5 are children
- 3 million are seniors over age 65

**GREATER CHIPPEWA VALLEY CHILDREN IN POVERTY**

Chippewa County	10,044
Eau Claire County	15,980
<b>Total</b>	<b>26,024</b>

42% of Eau Claire school district students are economically disadvantaged

SOURCES: County Health Rankings (Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute) and the Eau Claire Area School District

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## UNITED WAY HOLDS MEDIA SUMMIT

*Representatives from 7 area media outlets attend*

On March 12th, United Way of the Greater Chippewa Valley invited representatives from all levels of area media to attend a media summit in Eau Claire. RCU provided their Eau Claire River Room as the location and lunch was donated by Camille's Sidewalk Cafe. The intention of the LIVE UNITED Media Summit was to inform media in greater detail about current United Way initiatives, make them aware of upcoming events and activities, and discuss ideas and opportunities to increase public awareness and involvement in helping our Chippewa Valley.

Representatives from Chippewa Valley Community Television, Chippewa Valley Newspapers, Clear Channel Radio, Maverick Media, Volume One, WEAU 13 News, and WQOW News 18 participated in the event, which involved presentations and discussions about both news and promotional opportunities.

United Way of the Greater Chippewa Valley recognizes these media sources as extremely important elements of our community in that they:

- Inform our population about local issues, programs and services available;



United Way staff and representatives speak to news and promotional divisions of local media.

- Rally public participation by covering local events, community development, and social issues;
- Support the nonprofit sector through event sponsorship and coverage, PSA availability, and direct interaction through contributions and volunteerism.

The media summit provided an opportunity to acknowledge the role of local media, and investigate opportunities for our United Way to work with them more effectively throughout our upcoming campaign year.

United Way extends its appreciation to these media outlets who took the interest, time and consideration to participate in our first media summit, and hope that the community, each medium, and our United Way and network of volunteers and program partners can all benefit from this exchange of knowledge and ideas.

## NETWORK OF CARE

*United Way working with other organizations to develop health data portal*

Several groups in Eau Claire County have been looking at the issue of community health assessment for quite some time as part of their planning efforts to improve overall community health. As a result, a partnership was formed in early 2011 that included five organizations: Eau Claire City-County Health Department, Sacred Heart Hospital, Mayo Clinic Health System—Eau Claire, Western Division Marshfield Clinic, and United Way of the Greater Chippewa Valley. The purpose was to address the common need to establish some kind of accessible community health database for Eau Claire County.

After extensive research and community input, those five organizations signed a contract in December of 2012 directed at sharing the costs for development and maintenance of the Network of Care (NOC) site for Eau Claire County. NOC is a web-based portal developed by Trilogy Integrated Resources, LLC that provides access to health data, community services, best practices, and health communication. As part of the agreement, public health data indicators and a “community dashboard” using existing data sets will be made available to help address specific needs and interests of individuals, families, agencies, and other organizations.

The overall intent is to support the overarching infrastructure and health focus areas of Healthiest Wisconsin 2020, the Wisconsin State Health Plan from the Department of Health Services. By creating a portal of available overall population health data that is integrated, accessible, interoperable and broadly used by public health partners, the NOC will further drive community health assessment, policy development, quality assurance, service delivery, resource management, and accountability.

The website is currently under construction and is scheduled for completion this spring. After being reviewed and approved by the five partner organizations, the site will be made available to others. The goal is for this community health database to be an interactive, up-to-date, single source of information for consumers, community-based organizations, educational institutions, health care systems and municipal government workers looking for a wide variety of important community health-related information. The hope is also that the NOC project will help forge new relationships and partnerships in Eau Claire County to more effectively address current and future health issues.

The Eau Claire City-County Health Department will be responsible for the administrative functions of NOC project. For more information, contact Elizabeth (Lieske) Giese, the Director/Health Officer, at 715-839-4721.



## THE OPEN DOOR CLINIC

*Providing health care to Chippewa County residents without a health care alternative*

Dr. Tom Chisholm, a Chippewa Falls native and retired physician, worked with a group of Chippewa Falls residents to establish The Open Door Clinic in 2005 after recognizing a need for basic health care services to the growing number of uninsured residents. With space donated by the First Presbyterian Church, the clinic served its first patient in April of 2006.

Since that time, The Open Door Clinic has seen a continued increase in patients. In 2012, an average of 45 patients per week came for basic health care services, lab testing, and pharmaceutical services. In addition to their Tuesday 4pm-8pm clinic hours, they also see an average of 10 patients per week since adding a Monday meds-only clinic from 10am-noon for those who need to refill prescriptions.

Mary Meyers, clinic coordinator for The Open Door Clinic, explains that, to qualify for care, a patient must be a Chippewa County resident with an income less than 200% of federal poverty guidelines.

Approximately half of the clinic's patients are age 45 to 64 and are uninsured or underinsured. The most common treatments are for chronic health issues, diabetes, heart disease, and hypertension. Asthma and chronic obstructive pulmonary disease (COPD) are also common.

Mary acknowledges that a common misconception about people receiving care at free clinics is that they are not employed. "We see a lot of working people, actually," Mary clarifies. Typically, these people will be working at subsistence wages without health coverage, or be under-employed, or self-employed.

Mary started at The Open Door Clinic as a volunteer. Early on, as she interacted with patients, it struck her profoundly that, "That could be me, or my sister or neighbor." Now, she represents the only staff member, taking over for Dr. Deborah Biegging, who retired in 2012 but still volunteers. The remainder of clinic operations is provided by a large and dedicated pool of over 130 volunteers who invested 6,400 hours of volunteer time in 2012.

In addition to basic health care services, The Open Door Clinic has a psychiatrist on location each week, and a neurologist and chiropractor available monthly.

Considering that all professional services and all prescription drugs are provided free of cost (no narcotics, Schedule II controlled substances, or birth control/reproductive care are provided), funding and cost control are crucial to the clinic's operations. "We're very fortunate that First Presbyterian Church puts a roof over our head and

keeps the lights on for us. We're also fortunate for funding we receive from United Way and the Rutledge Foundation," Mary says. Other major contributors include

St. Joseph's Hospital, Marshfield Clinic, and Mayo Clinic. Mary also recognizes the amazing generosity of the general community, including the patients themselves. "Although they can't afford health care, that doesn't stop some from giving back to us."

This influx of community dollars keeps the door open at the clinic, but costs of operation are still significant. "Medications in general are our number one cost," Mary states. By applying for patient assistance programs through pharmaceutical companies, 729 medications last year were provided to patients at no cost to the clinic. However, 5,763 total prescriptions were distributed to patients that same year. And then, there are the necessary additional items associated with care: "Diabetes test strips are surprisingly expensive," Mary states, "and not covered by patient assistance programs."

Also significant to The Open Door Clinic as a community service provider is that each new patient first meets with an intake person to try and determine the overall needs of the patient. This could result in being referred to other programs, such as L.E. Phillips Libertas Treatment Center, an area homeless shelter, or other area program or service. In this way, The Open Door clinic is maximizing their impact within the community to do the most good.



Dr. Deb Biegging, volunteer & Roberta Rasmus, board member of The Open Door Clinic.



Inventory of prescription medications available at The Open Door Clinic

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## POSITIVE CHANGE THROUGH COLLABORATION, PARTNERSHIPS, AND SHARED RESPONSIBILITY

*Through collaboration, partnerships, and shared responsibility*

By Michael Hoadley, Director of Community Investment, UWGCV

My wife and I moved to Eau Claire in the fall of 2010. It was a great professional opportunity for her to become Dean of the College of Business at UW-EC, as well as a chance for me to think about what I wanted to do after working in higher education as a professor and administrator for nearly 30 years. Although retirement and playing golf were high on my wish list, my hope was to be able to apply my skills, knowledge, and experience by working at an agency or organization in the area.

Fortunately, an opportunity became available for me at United Way. What better way to learn more about the community and get involved? As Director of Community Investment, I now have the chance to witness first-hand what is happening in Eau Claire and Chippewa counties. Every day I also get to work with great people—my colleagues at United Way, volunteers in the community, staff at non-profit agencies and organizations, and professionals representing various businesses, government departments, and educational institutions. Without question, all of those people are committed to the idea of helping others. That sounds simple enough, but all of us know it is not.

Unfortunately, many people in this area do not always realize how extensive the need for help is because they do not “see” problems in the community. Given low wages, need for access to medical care, and escalating prices for food, gasoline, and housing, a lot of individuals and families are struggling—and that reality is often “hidden” from the public view thanks to the efforts of many agencies and organizations. Of course, individuals who want to help others have also demonstrated their generosity by volunteering time, donating dollars, and sharing expertise. Everyone should be applauded for their caring efforts because day-to-day survival is the primary concern for many people looking for assistance, but does that kind of stop-gap approach really make a significant difference over time?

United Way is trying to answer that question and wants to be part of the process that addresses longitudinal impact. Research shows long-term, systemic change is not accomplished effectively

when done in complete isolation or with fragmented, non-coordinated approaches. With that in mind, United Way will be moving in a direction that builds upon relationships with current and potential partners who are willing to share in the overall responsibility by addressing the problems of targeted audiences head-on. To be successful, key elements in that process will be commitment, consensus-building, cooperation, and collaboration. Adequate and sustainable funding is also critical, so that means many sources will need to be combined.

Through community mobilization, United Way plans to help match resources with needs, support appropriate programs and services, and then measure the outcomes in meaningful ways. Of course, attaining positive results will not be easy and will not be immediate. But when those changes start to happen, everyone in this area could ultimately benefit—directly or indirectly—from the kinds of community impact being considered. I look forward to seeing how things will be different in the future for individuals and families living in the Greater Chippewa Valley.

*“Research shows long-term, systemic change is not accomplished effectively when done in complete isolation or with fragmented, non-coordinated approaches.”*



Michael Hoadley speaking to media representatives about United Way's community impact initiatives during the March Media Summit.

## DAY OF ACTION – FRIDAY, JUNE 21

In 2009, United Way Worldwide created an event that would promote volunteerism for and advocacy of programs and projects that support the education, income and health of our communities. This day is called Day of Action and it takes place on the longest day of the year. In 2011, Day of Actions across the nation resulted in 258 communities participating at 1,235 project sites to benefit 242,680 people. Over 250,000 items were donated and distributed as a result of United Way Day of Action.

United Way of the Greater Chippewa Valley will be organizing our first full Day of Action this year. Unlike our fall Day of Caring event which involves large teams of volunteers typically doing cleaning and maintenance projects, on Day of Action we are looking for individuals to volunteer in a role that supports the services our program partners provide to our communities. These volunteer positions are the critical day-to-day functions that help keep their organization operating at lower cost. The full intention is to give volunteers the opportunity to experience for one day the long-term, on-going volunteer roles that are essential to these programs in order to potentially recruit dedicated volunteers for these non-profit agencies.

### To Volunteer for Day of Action:

- 1) Go to our Facebook page (make sure to “Like” our page so you get important updates on events and issues of discussion in our community!)
- 2) Click on “Events” and select “Day of Action 2013”
- 3) Click the “Join” button
- 4) When a volunteer opportunity is posted that you would like to do, reply to the post with your interest.

Participation is simple. We have created an event on our Facebook page (facebook.com/uwgcvc) called Day of Action 2013. Our program partners will be posting various volunteer opportunities to this event page. Those interested in volunteering can simply reply to posts with their interest.

This way, you will be notified of any new postings or updates related to the event. When you find a volunteer opportunity you would like to be a part of, simply comment on the posting to express your interest and that program partner will be in touch with you if the opportunity is still available.

Any of our program partners are welcome to post volunteer opportunities to the Day of Action 2013 Event page, and anyone is welcome to volunteer on the day. If you have questions regarding this event, please contact James Peters at 715-834-5043 or e-mail [jpeters@uwgcvc.org](mailto:jpeters@uwgcvc.org).



## IN BRIEF

- **Arlene Wright**, Wisconsin Model Early Learning Standards statewide coordinator and chair of United Way's Education Advisory Council, will receive an Outstanding Achievement Award at the Children's Legacy Luncheon for her significant and lasting contributions to children. The luncheon will be held on Thursday, April 18, 2013 at Florian Gardens from 11:30 a.m. - 1:00 p.m.
- Special thanks to **Staci Zeilermeir** and **Amanda Landwehr** for their significant help and assistance as volunteer interns in our office. Staci is currently lending a hand as our marketing and communications intern and is also an item processing team leader at RCU and vice president of the Eau Claire Bit and Spur board. Amanda is interning in our community mobilization department and comes to us from the UW-Eau Claire Psychology Department.
- **2013 L.I.N.C. Training** with Brent Hafele, Principal Consultant at New-Day Nonprofit Solutions, will take place on Friday, May 10th from 8:30am - 3:30pm. Whether you are a seasoned board member, or thinking about

becoming a board member, these courses will prepare you to confidently serve your community. Enrollment cost is \$75. Call 715-834-5043 to learn more and to register.

- **Girl Scouts of the Northwestern Great Lakes (GSNWGL)** will host the very first Thin Mint Sprint 5K fun run/walk and half-mile Shortbread Shuffle on June 15th as part of their health and wellness program. To learn more and to register, go to: [www.gsnwgl.org/activities-for-girls/events/thin-mint-sprint.html](http://www.gsnwgl.org/activities-for-girls/events/thin-mint-sprint.html).
- **The Open Door Clinic** will have their Annual Meet to Eat for the Free Clinic fundraiser on May 9th. On this day, multiple Chippewa Falls area restaurants donate 25% of their gross sales to The Open Door Clinic. Other area restaurants will be donating gift certificates for a drawing. To learn more, visit [www.chippewaopendoor.org](http://www.chippewaopendoor.org).
- United Way acknowledges **Supreme Graphics** in Arcadia, WI for their generous support of 2-1-1, a referral and crisis hotline and United Way program partner, by sponsoring print materials to be distributed throughout the area during Global Youth Service Day by local students.

# UNITED WAY NEWSLETTER

IMPACT IN THE CHIPPEWA VALLEY

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## United Way of the Greater Chippewa Valley

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## UPCOMING EVENTS

MAY - AUGUST



### MAY

#### L.I.N.C. Training

*Friday, May 10, 8:30am - 3:30pm*

The "next step" to becoming an effective board member. Intended for past L.I.N.C. participants and current nonprofit board directors. Call 715-834-5043.

#### Stamp Out Hunger

*Saturday, May 11*

Letter Carriers will once again hold the largest single day national food drive. Leave non-perishable food items by your mailbox. Also a fun, family volunteer opportunity!

### JUNE

#### United Way Day of Action

*Friday, June 21*

A perfect opportunity to step up for a day and truly help those in our community. Learn more about our program partners by volunteering time at their location. Just visit [www.facebook.com/uwgcgv](http://www.facebook.com/uwgcgv), go to Events and see what opportunities are available!

### AUGUST

#### 25th Anniversary United Way Golf Tournament

*Monday, Aug. 19 - Wissota Golf*

Friendly competition, great prizes, raffles, and all for a great cause. Join us in celebrating 25 years of a signature community event. Learn more and register online at: [uwgcgv.org/golf](http://uwgcgv.org/golf)

To learn more about these and other United Way events, visit us at:  
**[WWW.UWGCV.ORG](http://WWW.UWGCV.ORG)**



# LIVE UNITED®

United Way of the  
Greater Chippewa Valley

**GIVE. ADVOCATE. VOLUNTEER.**

**April, 2013 Issue**