



## UNITED WE FIGHT FOR THE HEALTH, EDUCATION & FINANCIAL STABILITY OF EVERY PERSON IN OUR COMMUNITY.

ANNUAL REPORT 2019-2020

United Way of the Greater Chippewa Valley



## A NOTE FROM UNITED WAY LEADERSHIP

#### To our fellow Chippewa Valley residents:

As we look back on the past year, it's hard to put into words all that we have experienced. We've heard the words "pivot" and "adapt" more than ever before. The phrase that presents itself in every meeting at least once is "you're on mute". In all seriousness, 2020 challenged each of us individually and as organizations in ways we could have never imagined. We've changed how we live. We've changed how we work. And we've changed how we address critical needs in our community. Through it all, we can't think of a time that we'd be prouder to lead a local United Way.

As the COVID-19 pandemic ravaged through communities across the globe, individuals and organizations who have never needed help before sought assistance. During times like these, every community needs leaders and organizations who are strong enough to step up. We're proud to say United Way of the Greater Chippewa Valley (UWGCV) stepped up in a big way.

- We entered a partnership with the Eau Claire Community Foundation and the Community Foundation of Chippewa County to provide immediate assistance to our local nonprofits when the pandemic hit.
- $\cdot$  Our Grant Cycle was extended by one year, providing financial certainty to 29 local programs during an uncertain time.
- $\cdot$  UWGCV Program Partners were encouraged to meet the needs of their rapidly changing budgets with United Way funding.
- Finally, our Endowment released \$500,000 to be granted in the community to support early childhood education and development for families in Eau Claire and Chippewa Counties. In all 16 projects were supported through three waves of funding.

Looking beyond the pandemic, our 2019-2020 fiscal year represented the fifth year of the outcome-based Community Impact model. Each year, we work with our Program Partners to grow the accountability of this model. While outcomes were undoubtedly affected this year, the measurements of our education, health, financial stability and basic needs initiatives will continue to tell a compelling story. Looking forward, we will focus on collaboration, the alignment of community resources, and growth through partnerships. We'll continue to utilize the ALICE report and Community Health Assessment data to drive programming and impact, showing our communities that we're truly moving the needle on the most critical needs our region faces.

United Way of the Greater Chippewa Valley is proud to commit to an annual \$1,000,000 community investment to local nonprofit programs. However, over \$2,300,000 is requested annually and less than half of our community's needs are being met due to a lack of resources. The current pandemic will end at some point, but our communities need us to continue stepping up in a big way. We extend a heartfelt thank you to everyone who supported our important work to this point. We invite you and your workplace campaigns to step up at whatever level you can and help us to satisfy the unmet needs in the Chippewa Valley.

Yours in Service,

(Judius & Theode

Andrew Neborak Executive Director United Way of the Greater Chippewa Valley

Julie Thoney Board Chair United Way of the Greater Chippewa Valley

## ANNUAL REPORT July 1, 2019 - June 30, 2020

### 2019-2020 Board of Directors

Angie Weideman Board Chair (ending Apr. 2020) Immediate Past Board Chair (beginning Apr. 2020) Chippewa County

Julie Thoney Chair Elect (ending Apr. 2020) Board Chair (beginning Apr. 2020) Xcel Energy

Kyle Darley At-Large (ending Apr. 2020) Chair Elect (beginning Apr. 2020) W.S. Darley & Co.

Bruce Ommen Immediate Past Board Chair (ending Apr. 2020) At-Large (beginning Apr. 2020) Ayres Associates

Andrew Martin Campaign Chair 2019 Goldridge Companies Heidi Liedl Treasurer (ending Apr. 2020) McMahon, Schleifer, & Wood, LLC

Rob Ganschow *At-Large* (beginning Apr. 2020) *Wipfli* 

Jan Porath Secretary (ending Apr. 2020) United Way of the Greater Chippewa Valley

Karen Hebert At-Large (ending Apr. 2020) Spectrum Insurance Secretary (beginning Apr. 2020) United Way of the Greater Chippewa Valley

Miriam Gehler Community Impact Chair Marshfield Clinic Health System Len Borgen 2nd Vice Chair Campaign 2021 Miron Construction

Mike Tzanakis Vice Chair Campaign 2020

Jason Craig At-Large Mayo Clinic Health System

Dick Leinenkugel At-Large Jacob Leinenkugel Brewing Co.

Dale Peters At-Large City of Eau Claire

Brian Misfeldt At-Large (ending Mar. 2020)

Dana Hansen At-Large PMI LLC

### 2019-2020 United Way Staff

Jan Porath (ending Apr. 2020) Executive Director

Karen Hebert (beginning Apr. 2020) Interim Executive Director

Rebecca Baader (ending Feb. 2020) Director of Marketing & Communications Nona Buchholz Director of Operations and Finance

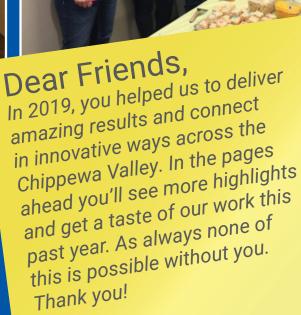
Nicole Clements (ending Feb. 2020) Community Impact Director, Health

Kathy Cooper Resource Development Associate

Melissa Maxwell Director of Resource Development Kari Stroede Community Impact Director, Education

Kelly Christianson (beginning Jan. 2020) Community Impact Director





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## MISSION Statement

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











## HEALTH





SUPPORT









## Building a **Resilient Community 1,753 SERVED**

Mental health is an important part of overall health, including our emotional, psychological and social well-being. Our mental health affects how we think, feel and act, as well as how we handle stress, relate to others and make healthy choices. Mental health is important at every stage of life from childhood and adolescence through adulthood. In the United States, it is estimated that 20% to 25% of adults are affected by mental illness.

United Way funding supports programs where youth and adults will increase protective factors and/or effectively manage life challenges and crises to improve overall mental health.

### **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.

#### Adverse Childhood Experiences (ACES) & Resiliency

In collaboration with Mental Health Matters Coalition, United Way provides workshops on childhood adversity and strategies to build resilience.

#### **QPR: Question, Persuade, Refer**

In collaboration with community partners, United Way is playing a key role in facilitating suicide prevention training with local youth and adults.

## United to improve the mental health of Chippewa Valley residents.

<b>HEALTH INITIATIVE FUNDED PROGRAM</b>	2019-2020	
Agency	Program	Grant Allocation
Big Brothers Big Sisters of Northwestern WI	One-to-One Youth Mentoring	\$48,000
Bolton Refuge House, Inc.	Mental Health Intervention Program	\$48,000
Children's Wisconsin	Child and Family Counseling	\$23,000
Eau Claire Area School District	School Based Mental Health	\$5,000
Family Support Center	Domestic Violence Program	\$36,000
Open Door Clinic	Mental Health Services	\$7,000
The Wellness Shack	Peer Support Services	\$40,000
YMCA of the Chippewa Valley	Healthy Living Program	\$43,000

#### 2019-2020 HEALTH Advisory Council Members

Sara Carstens (Chair) Director of Community Engagement & Wellness, Mayo Clinic Health System

Cortney Draxler (Vice-Chair) Policy & Systems Division Manager, Eau Claire City-County Health Department

Jason Craig (Board Liaison) Vice President of Operations/Administration, Mayo Clinic Health System

JoAnna Bernklau Community Benefits Coordinator, Marshfield Clinic Health System- Eau Claire Center

Loralee Clark Assistant District Attorney, Eau Claire County District Attorney's Office

Timothy Easker, MSW Director, Chippewa County Department of Human Services Brenda Goettl Treatment Court Supervisor, Eau Claire County Department of Human Services

Terri Goettl Principal, Cadott Elementary School

Pamela Guthman, DNP, RN-BC Clinical Assistant Professor Community/Public/ Population Health, University of Wisconsin- Eau Claire College of Nursing and Health Sciences

Rachel Potaczek Public Health Nurse, Chippewa County Department of Public Health

Toni Simonson, PhD, FACHE Executive Director, Behavioral Health HSHS Western Wisconsin Division

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

## EDUCATION



POSITIVE PARENTING









### United to prepare children to enter school ready to succeed.



## Children are our Community's Future **3,305 SERVED**

A child's early years, from birth until school age, are a unique period of growth and development- learning to walk and talk, beginning to think independently, understanding how to communicate, and learning about other people and emotions. All of these are critical early learning skills that build a foundation for successful future learning. Children learn best when they are engaged in loving, nurturing relationships, and their primary learning occurs through everyday experiences. Whether children are at home, with relatives or friends, or in child care, the quality of early experiences is key to later school success.

### **COMMUNITY IMPACT BEYOND GRANT FUNDING**

#### **Born Learning Trails**

Twelve trails were maintained by volunteers in 2019-20 across the Chippewa Valley.

#### Home Visiting Council

An opportunity for networking and professional development for Home Visiting professionals working with families with children 0-5 years of age. 48 Home Visiting professionals attended meetings and trainings in 2019.

#### "Read to Me" Book Month

A month long event to highlight early literacy outcomes and the importance of reading every day. 1,000 literacy kits were provided to children in 2019.

#### Talking is Teaching Campaign

A child from a low-income home hears 30 million less words by the age of 3 than their counterparts. Talking is Teaching addresses the word gap through public awareness and resource sharing.

<b>EDUCATION INITIATIVE FUNDED PROGRA</b>	2019-2020	
Agency	Program	Grant Allocation
Children's Wisconsin	Building Families	\$29,950
Eau Claire City-County Health Department in collaboration with Chippewa County Department of Public Health	Western WI Nurse-Family Partnership Consortium	\$100,535
Family Support Center	River Source Family Center- Bright Starts and Rural Playgroup Services	\$87,113
Marshfield Clinic	Reach Out and Read	\$16,200
Literacy Chippewa Valley	Family Literacy for Early Learning Success	\$16,202

#### 2019-2020 EDUCATION ADVISORY COUNCIL MEMBERS

Lauire Haus (Chair)NPreK-12 Academic Services Coordinator, EauHClaire Area School DistrictHKari Kerber (Vice-Chair)HChild and Family Supervisor- Child ProtectiveGServices & Birth to Three, Chippewa CountyHHuman ServicesH

Kristen Kelm, RN Community Health Division Manager

Dotty Lillo Director – Child Care Partnership, Western Dairyland EOC Child Care Partnership Yia Lor Human Development and Relationship Educator, UW-Madison, Extension Eau Claire County

Kitty Rahl, M.S., R.N. Community Member

Barb Stevens Operations Manager, Marshfield Clinic Health System

Kelly Stokes Community Member

Denise Wirth Community Health Promotion Division Manager, Eau Claire City-County Health Department

SHARED OUTCOMES- Programs must measure at least one outcome

**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

## FINANCIAL STABILITY



EMPLOYMENT









WORKREADINESS FI





## Empowering residents to achieve self-sufficiency 5,007 SERVED

Employment is the foundation of financial stability. Families need a steady source of income that covers the cost of basic necessities before they can achieve long-term financial goals. In addition, basic money management skills are critical to building a stable financial future.

### **COMMUNITY IMPACT BEYOND GRANT FUNDING**

#### **Financial Coaching**

United Way connects trained volunteers to residents requesting assistance in meeting financial goals.

#### My Free Taxes

Our MyFreeTaxes.com partnership with United Way Worldwide and H&R Block allowed 165 Chippewa Valley residents to file their taxes for free. Filers' average return was \$1,861.

#### **Workplace Financial Education**

United Way coordinates FREE workplace financial education sessions to help individuals manage their finances.

## United to empower residents to achieve self-sufficiency.

<b>FINANCIAL S</b>	TABILITY INITIATIVE FUND	ED PROGRA	M PARTNERS	2019-2020	
Agency		Program		Grant Allocation	
Chippewa Valle	y Technical College	United Way N	Aicrogrant Program	\$92,825	
FamilyMeans		Financial Sol	luntions	\$11,175	
Northwestern D		JA Personal Readiness E	Finance & Work Education	\$36,000	
Western Dairyla Council			ryland Fresh Start	\$60,000	
Workforce Reso	burce, Inc.	Employmen Program	t and Training	\$50,000	
2019-2020 Financiai	2019-2020Scott Hodek (Chair)2019-2020Economist, Office of Economic Advisors, WiscolINANCIALDept. of Workforce DevelopmentSTABILITYBobbie Jaeger (Vice-Chair)Economic Support Manager, Chippewa CountyHuman Services			Jacque Hogan Department Director, Western Dairyland Community Action Agency Heather Johnson Schmitz Grant Specialist, Royal Credit Union	
STABILITY					
COUNCIL	Rob Ganschow CPA, CFE, Partner, Wipfli		Margo Keys, Ph.D. Vice President Stuc Valley Technical Co	Student Services, Chippewa	
MEMBERS	Luke Hanson Executive Director, Eau Claire Area Economic		Michaela Stendahl Coordinator, Workfo	haela Stendahl ordinator, Workforce Resource, Inc.	
Development Corporation Melissa Wait	Brady Zwiefelh Financial Associ		Thrivent Financial		
AVP Operations, CCF Bank			Kaylynn Stahlbuscl Eau Claire Area Char		
	S- Programs must measure at least	one <b>(</b>	Outcome 1B Indicators	:	
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 Contributing Outcome A: Individuals who face financial challenges will have the general education and soft skills needed to obtain gainful employment		have a (	# and % of participants who obtained a credential (e.g. GED/HSED; WorkKeys certificate; Certified Nursing Assistant		
		S	# and % of participants who obtained a possecondary degree		
		+	# and % of participants who made progress towa a post-secondary degree as indicated by achievir		
Outcome 1A Indicat	tors:		a passing grade in 15 credits within one yea		
# and % of participa	nts placed in intern programs		Dutcome 2: Individuals noney management sk	will have effective persona ills	
	# and % of participants placed in school-to-work programs		Outcome 2 Indicators:		
# and % of participants exposed to high demand occupations # and % of participants who understand the earning potential of employment training (e.g. apprenticeship, certificate, post- secondary education) over a lifetime Contributing Outcome B: Individuals who face financial challenges will have the job skills needed to further their careers		tential d	# and % of participants with unsecured debt at 10 or less of net income		
		i	# and % of participants ess of net income	with total debt at 40% or	
		ir ‡	# and % of participants neans to save and inve	who understand what it st	
			# and % of participants exposed to high demand occupations		

## **BASIC NEEDS**











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## **Providing food**, shelter and medical care **4,246 SERVED**

Being able to meet basic needs like safe housing, adequate food and healthcare enables individuals and families to move from day-to-day existence toward the capacity to look to the future. In addition to the number above, United Way grant funding provided 61,175 meals to the Chippewa Valley.

## **COMMUNITY IMPACT BEYOND GRANT FUNDING**

#### **Emergency Food and Shelter Program**

United Way annually administers distribution of over \$152,630 as part of this federally funded program.

#### FamilyWize Discount Prescriptions

1,975 residents living in Chippewa and Eau Claire counties have saved over \$107,025 on prescriptions last year thanks to this partnership. This allows residents to save precious dollars for basic living expenses.

#### **Meal Packaging Event**

168 volunteers were coordinated to package 60,000+ meals for the Weekend Kids' Meal program distributed by Feed My People Food Bank.

## United to ensure access to food, shelter & medical care.

<b>BASIC NEEDS FUNDED PROGRAM PARTN</b>	2019-2020	
Agency	Program	Grant Allocation
Bolton Refuge House	Crisis Intervention Services	\$19,000
Catholic Charities of the Diocese of La Crosse	Sojourner House- Shelter for Homeless Adults	\$20,000
Chippewa County Housing Authority	Tenant-Based Rental Assistance	\$20,000
Chippewa Valley Free Clinic	Comprehensive Health Care for Impoverished and Low-Income Families	\$45,000
Chippewa Valley Technical College Foundation	CVTC Dental Clinic	\$20,000
Family Promise of the Chippewa Valley in collaboration with Western Dairyland	Beacon House- Shelter for Homeless Families	\$30,000
Legacy Community Center	Agnes' Table	\$12,000
Open Door Clinic	Medical and Prescription Services	\$25,000
The Community Table	Daily Nutritious Meal	\$24,000
West Central Wisconsin Community Action Agency (WestCAP)	Homeless Prevention Program	\$20,000
Western Dairyland Economic Opportunity Council	Housing First	\$15,000

2019-2020 Basic Needs Advisory Council Members Marc Goulet (Chair) Mathematics Professor and Administrator, UW-Eau Claire

Justin Searles (Vice-Chair) Site Facility Manager, HPE/ISS Facility Services

Kyle Darley (Board Liaison) Manager of Technology, Research & Development, W.S. Darley & Co.

Jennifer Barrett Homeless Services Director, LE Phillips Outreach Office

Brianne Berres Director, Soujourner House Catholic Charities

Kathy Manor Supervisor, Low-Income Assistance Xcel Energy Mike Cohoon Associate Pastor, Landmark Christian Church

Jeni Haddad Domestic Violence Program Director Family Support Center

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

Roberta Rasmus Community Member

Tom Wagener Transit Manager, Eau Claire Transit

## **MOBILIZING VOLUNTEERS**



## 2019 Day of Caring

The largest volunteer day in the Chippewa Valley. - 900+ Community Volunteers - 40+ area nonprofits & public service organizations - 65+ projects completed - 3,750 volunteer hours



2020 Volunteer Guide United Way's annual volunteer guide is the most comprehensive listing of volunteer opportunities in the greater Chippewa Valley.

- 15 project sites

-300 printed issues -Distributed in the community and available online









## FINANCIAL HIGHLIGHTS

#### **CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

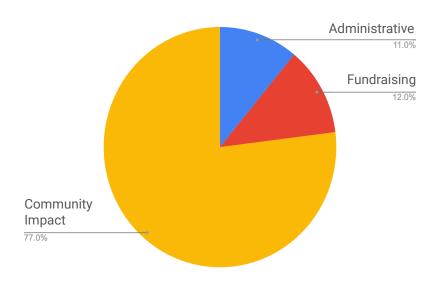
#### 12 Month Period Ending June 30th, 2020

ASSETS	\$
Current Assets	
Cash and Cash Equivalents	1,873,206
Investments	3,312,056
Promises to Give & Receivables	417,832
Prepaid Expenses	4,769
Total Current Assets	5,607,890
Property/Equipment (net depreciation)	14,717
TOTAL ASSETS	5,622,607
LIABILITIES AND NET ASSETS	\$
Current Liabilities	
Designations Payable	8,988
Accounts Payable and Accurals	40,166
Grants Payable to Organizations	1,000,000
Unsecured notes and loans payable	80,600
Unearned Revenue	1,178
TOTAL CURRENT LIABILITIES	1,130,932
Net Assets	
Without Donor Restrictions	2,106,522
With Donor Restrictions	2,385,153
Total Net Assets	4,491,675
TOTAL LIABILITIES AND NET ASSETS	5,622,607

## 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 Endowment Corporation

#### OFFICERS

Jerry Jacobson, President Rob Ganschow, Treasurer

#### ENDOWMENT BOARD

Jason Craig Peter Farrow Vicki Hoehn Tom Kell Dick Leinenkugel Dale Peters Heidi Liedl (ending Apr. 2020) Mike Tzanakis Julie Thoney (beginning Apr. 2020) Angie Wiedeman (ending Apr. 2020)

#### **EX-OFFICIO NON-VOTING MEMBER**

Jan Porath UWGCV Executive Director (ending Apr. 2020) Karen Hebert UWGCV Interim Executive Director (beginning Apr. 2020)

## FUNCTIONAL EXPENSES

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, **77% of 2019 contributions were invested back into our communities.** 62% of these dollars went directly to support agencies serving our residents, community impact work and volunteer mobilization to address key issues in our community.

Operational costs are broken down between adminsitrative and fundraising expenses. Beyond normal operations, these costs support additional volunteer recruitment, community engagment and various events 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 (Endowment). 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 organizations with similar missions in greater Chippewa Valley, or to assist with the area needs. Contributions to the organization are determined annually by the Endowment Corporation directors. Contribitions are 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.

# THANK YOU

### THESE SPONSORS HELPED FUND OUR 2019-2020 CAMPAIGN, EVENTS & IMPACT WORK

United Way of the Greater Chippewa Valley appreciates the significant and generous support of our 2019 corporate sponsors. These local businesses allow us to communicate our message, engage a larger segment of the greater Chippewa Valley and make a larger impact in the communities we serve.

#### **Day of Caring**

- Baker Tilly Virchow Krause
- BMO Harris Bank
- Marshfield Clinic
- Mason Companies, Inc.
- Mayo Clinic Health System
- Nestle
- PESI, Inc.
- Royal Credit Union
- Wipfli
- UnitedHealth Group

#### **Emerging Leaders**

- Mason Companies, Inc.
- Royal Credit Union
- Xcel Energy

#### **Spirit Awards**

- BMO Harris Bank
- Group Health Cooperative
- Royal Credit Union
- Xcel Energy

#### **Community Builder**

Huebsch Services

#### Leadership Circle

- Ayres Associates Inc.
- Wipfli
- Xcel Energy

#### **Community Campaign**

Senn Blacktop

#### **Community Champion**

BMO Harris Bank

#### **Born Learning Trails**

Mayo Clinic Health System

#### **Volunteer Guide**

- UnitedHealth Group
- Eau Claire County Aging & Disability Resource Center
- Royal Credit Union
- Xcel Energy

#### **Golf Tournament**

- Ayres Associates Inc.
- BMO Harris Bank
- Group Health Cooperative
- Jacob Leinenkugel Brewing Co.
- M3 Insurance
- Mason Companies, Inc.
- Northwestern Bank
- Orgel Wealth Management
- PESI, Inc.
- Royal Credit Union
- Wipfli
- Xcel Energy

#### **Campaign Video**

Group Health Cooperative

#### **Book Month**

Northwestern Bank

#### In-kind sponsors

- Bagerland Printing
- Supreme Graphics
- DigiCOPY

# THANK YOU FOR Supporting our MISSION!

United Way of the Greater Chippewa Valley

