

2018 ANNUAL REPORT



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Presidential Letter

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OUR CREDO

We fight for the health, education, and financial stability of every person in our community.

OUR MISSION

Mobilizing the caring power of Racine County to improve lives and transform our community.

OUR VISION

United Way envisions a community where individuals and families achieve their potential through education, income stability and healthy lives.

OUR VALUES

- Commitment to community success
- Leadership
- Inclusiveness
- Integrity and accountability
- Innovation

United Way of Racine County's focus of building an educated workforce through the building blocks of a good life—health, education, and financial stability—has been underway for four years now. Already this new direction is forming strong roots in our community.

Now more than ever, our organization is laser-focused on community alignment, measuring impact and moving the needle to ensure sustainable community success.

Our community schools strategy, LIFT, is at the core of this work. This strategy forms bridges between neighborhoods and resources by transforming schools into hubs for students, families, and all community members to congregate.

We first brought this strategy to Racine County in 2016, implementing Link and Inspire for Tomorrow (LIFT) at Knapp Elementary. Just a few years in, students' test scores increased,

the sense of community grew, and families began to access services at Knapp outside traditional school hours.

In 2018, we began the work of expanding our LIFT community schools initiative to a second school: Julian Thomas Elementary. Through extensive conversations with this school community's leadership, staff, parents, and students, we identified the needs and aspirations of this community. Now, we are preparing to implement what we have learned and bring our network of partners and programs to Julian Thomas beginning in the 2019-2020 school year.

To better support our community schools work, 2018 also marks the year that we began to transition our funding process to a two-year cycle focused on providing further integration between partners and schools. Not only will this change give our community



schools stronger programming, it will also provide more stability for the partner providers our community relies on.

This transformation is a long road, but we've made progress that the whole community can take pride in. These results have demonstrated how much we can accomplish when we Live United—and that there's always room at the table for more, if you'd like to join us.

Karin Kirchmeier
Interim President & CEO

Health



Goal:

Increase the number of Racine County residents who participate in quality physical and mental health practices.



6,429

individuals who decreased poor mental health days by participating in partner programs.



7,020

clients who increased awareness of mental health issues through partner programs.



\$409,279

saved for Racine County residents in 2018 on prescription drugs through FamilyWize.



5,119

Racine County residents who saved money on prescription drugs through FamilyWize.

Education



Goal:

Students graduate high school with the knowledge, skills and motivation to succeed in college, vocational training or career.



91%

amount of students participating in partner programs with passing English and math grades.



80%

amount of students in partner programs who improved technological skill for career readiness.



2,400

dinners served to students at Knapp Elementary through the LIFT initiative.



3,270

volunteer tutoring hours provided to Schools of Hope students.



56,065

free books mailed to Racine County children in 2018 through Imagination Library.



4,656

children receiving free books through Imagination Library as of December 2018.



420

hours (56 additional days) of afterschool programming provided by LIFT at Knapp Elementary.



\$5,800

in grants provided to youth-led, youth-run service projects through Youth As Resources.

Financial Stability



Goal:

Individuals and families achieve self-sufficiency to support future advancement.



315

participants in partner programs who improved job classification and/or benefits.



275

participants in partner programs who earned new degrees or certifications.



\$1,045,487

in tax returns provided to Racine County residents through VITA's free tax services.



753

Racine County clients who received free tax preparation and filing through VITA.

Initiatives by Focus Area

Health



FamilyWize

The FamilyWize free prescription discount card makes medication more accessible for Racine County residents. It provides discounts of up to 40 percent on FDA-approved medications. The card has no age or income restrictions and no enrollment requirements.



IMPACT 2-1-1

During times of personal crisis and community disaster, 2-1-1's free, confidential helpline pairs community members with the information, agencies, and support they need. 2-1-1 is available 24 hours a day and in more than 200 languages.



Education



Character Playbook

In 2017, United Way introduced the web-based Character Playbook course to middle school students in Racine and Burlington. This course engages students in interactive emotional education and cultivating healthy relationships.



Imagination Library

Racine County children under age 5 receive free books in the mail each month through Imagination Library. Participants in Burlington scored higher than non-participants on the PALS literary assessment.



Schools of Hope

First- through third-grade students are matched with volunteer tutors who provide regular, one-on-one reading support. This program develops confident, capable readers who are better prepared to succeed in high school and beyond.



Youth As Resources

Youth who design and lead their own service projects can apply for YAR grants of up to \$1,000. This program is run by a committee of middle school students to engage youth on both ends of the grant process. Since 1996, it has provided more than \$280,000 through 400 grants.



Financial Stability



Veterans Financial Stability Initiative

United Way partners with Veterans Outreach and other community organizations to build financial literacy and stability for residents of the local veterans village. Programming includes workshops on topics such as credit reports and predatory lending, as well as one-on-one financial coaching.

VITA

Racine County residents earning less than \$54,000 a year are eligible for free, volunteer tax assistance through VITA. VITA filed more than \$1.5 million in returns since kicking off in 2017 and is the only local program that offers assistance past the tax deadline.



Our Impact in Action:

LIFT Community Schools

In 2016, United Way of Racine County—in partnership with Racine Unified School District—brought the LIFT strategy to Knapp Elementary, transforming it into the first community school in Racine County. A community school is a hub for the whole neighborhood, providing a home base for partner organizations, programs, and resources tailored to the needs,



challenges, and aspirations of the school's community.

At Knapp Elementary, a critical focus was increasing students' proficiency at reading and math. Prior to launching the LIFT strategy, only 16.8 percent of Knapp students were

reading at grade level, and only 35.5 percent were at grade level for math. More recently, 42.1 percent of students have achieved grade-level reading proficiency and 46.3 percent have achieved grade-level math proficiency.

Knapp Elementary now hosts the largest elementary afterschool program in RUSD. With 420 hours of afterschool programming in the 2017-18 school year, these programs offered the equivalent of 56 additional days of school to the students, parents, and residents of the Knapp neighborhood. One of its cornerstone programs offers free dinners to Knapp students; in 2017-18, it provided more than 2,400 meals.



While a community school typically takes five to seven years to show results, the data show that this partnership is already pushing the Knapp neighborhood to new success. Knapp saw the highest growth of any school in the district on its state report card in 2017-18.

Starting in fall 2019, Julian Thomas Elementary will become Racine County's second community school under the LIFT strategy. United Way spent the year leading up to this transition collecting feedback from parents, students, and staff, who shared their priorities



for the community school transformation. These priorities included increasing safety for the school and neighborhood, improving access to bilingual resources, and strengthening the relationship between families and the school.

United Way's funding process is evolving to more closely align to the community school model, cultivating partnerships that can support the communities of Julian Thomas Elementary, Knapp Elementary, and future community schools.



Our Supporters

No one person or organization can transform our community alone. United Way of Racine County is grateful for the many volunteers, donors, and partners who join us in Living United to create large-scale, lasting solutions.

Community Partners

Health

Alliance on Mental Illness of Racine County

NAMI Racine County

Children's Hospital of Wisconsin, Community Services

Child and Family

Counseling

Racine County Child

Advocacy Center
(RCCAC)

Focus on Community

FAST (Families and
Schools Together)

Substance Abuse

Prevention Program

Lutheran Social Services of Wisconsin & Upper Michigan

S.C.A.N. - Stop Child

Abuse and Neglect

Sexual Assault Services

Racine Friendship Clubhouse

Work-Order Daily

Program

Education

Big Brothers Big Sisters of Racine and Kenosha Counties

Mentoring Elementary Students for Early
Grade Success

Outcome-Based One-to-One Mentoring for
High School Students

Outcome-Based One-to-One Mentoring for
Middle School Students

Board of Regents of the University of Wisconsin System, University of Wisconsin-Extension

Early Learning and School Readiness Project

Central Racine County Health Department

Family Connects Racine County

John XXIII Educational Center: A Ministry of St. Patrick's Parish

High School Support Program

Middle School Support Program

Racine Family YMCA

School Achievers

Teen Achievers

Young Achievers

SAFE Haven of Racine, Inc.

Girls Inc. Grades 1-5

Girls Inc. Grades 6-8

Youth for Christ - Southeastern Wisconsin

Parent Life

Financial Stability

Catholic Charities of the Archdiocese of Milwaukee

Advancing Family

Assets for the Hispanic

Community

Racine Family YMCA

First Choice Pre-

Apprenticeship Training

Focus on Community

Advancing Family Assets

Young Adult Program

Racine County

Focus on Fathers Initiative

Racine Literacy Council

Adult Literacy Program

Racine Vocational Ministry

Walk-In Program

YWCA Southeast

Wisconsin

High School Equivalency

Diploma Program

Essential Services

The Arc of Racine County

Special Education Advocacy
Program

Burlington Transitional Living Center

Burlington Transitional Living Center

Catherine Marian Housing

Bethany Apartments

The Cerebral Palsy Agency of Racine County

Recreational Activities for the
Developmentally Disabled

Homeless Assistance Leadership Organization

HALO Shelter Program

Health Care Network

Health Care Services

Racine County Food Bank

Emergency Food Distribution

SAFE Haven of Racine

Youth Shelter & Outreach Programs

The Salvation Army - Racine Corps

Child Nutrition School Food Sack
Program

Women's Resource Center of Racine

Empowerment Program

Community Workforce Fund

Alliance on Mental Illness of Racine County

NAMI Racine County 2nd Annual Research
Dinner

Assets Builders

2018 Money Conference

Board of Regents of the University of Wisconsin System, University of Wisconsin-Extension

Networking Breakfasts

Catholic Charities of the Archdiocese of Milwaukee

Behavioral Health Program

Children's Hospital - Community Services

Trauma-Informed Training for Racine Police
Department

Cops N Kids

Cops N Kids Programming

Greenpath

Racine County Family Financial Health
Initiative

Racine Creative Center

Product Development Program

Racine Friendship Clubhouse

Vocational Department Program

Three Harbors Council

Exploring

Our Generous Contributors

Tocqueville Society

The Tocqueville Society honors the generous donors who devoted their time, talent, and resources, giving at least \$10,000 to United Way in 2018.

Gus and Sandy Antonneau
Tim and Rebecca Bailey
Scott and Elaine Bowser
Ms. Betty Brenneman
Tom and Ginee Burke
Agnieszka and Mark Dahms
John and Lyn Erskine
Craig Leipold and Helen Johnson Leipold
Ms. Dorothy MacVicar
Anindita Mukherjee
Mr. Jim Popp
Alan and Patricia Ruud
Christopher and Chantil Ruud
Ruud Family Foundation
Ted Sokoly and Nancy Toll
Fred and Sandra Young
Anonymous



Supporting Companies

3M Company
Abbott Laboratories
AbbVie Foundation
Action For Healthy Kids
All About Tacos LLC
Alliance on Mental Illness of Racine Co. (NAMI - Racine)
Allstate Insurance Company
Amazon Smile Foundation
American Transmission Company LLC
Ascension - All Saints
Associated Bank
AT&T
Aurora Health Care
Badger Meter
Baird
Baxter & Woodman
Big Brothers/Big Sisters of Racine & Kenosha Counties, Inc.
BMO Harris Bank
Buhler Family Foundation
Bukacek Construction
Burlington Area School District
Butter Buds Food Ingredients
Carthage College
Cassity Tree Service, Inc.
Caterpillar
Catherine Marian Housing, Inc.

Catholic Charities of the Archdiocese of Milwaukee
Cerebral Palsy Agency of Racine County - RADD
Charter Communications Inc
Children's Hospital of Wisconsin Community Services
City of Racine
CliftonLarsonAllen
CN (Canadian National)
Community State Bank
CRB Insurance
Cree
CSL Plasma Services
Culligan Water Conditioning
Daniels Family Funeral Homes & Crematory
David Insurance Agency, Inc.
Derosa Corporation - Jose's Blue Sombrero
Derse Exhibits
Dremel Rotary & Benchtop Power Tools
E. C. Styberg Engineering
Eaton Corporation
Econoprint
Electronic Systems of Wisconsin
Exelon Corporation
Federal Health
FedEx
First Weber Group

Fischer USA, Inc.
Focus on Community
Fox River State Bank
Funderburg and Associates
Gateway Technical College
GE Foundation
Girl Scouts of Wisconsin Southeast
GiveGab
Gordon J. Maier & Company, LLP
Great Northern Corporation
HALO, Inc.
Health Care Network, Inc.
Herb Kohl Philanthropies
IBM
ITW National
Ivan Barra Films
John XXIII Educational Center
Johnson Controls, Inc.
Johnson Keland Management, Inc.
JP Morgan Chase & Co.
Kiwanis Club of Greater Racine
Kohl's Department Store
Landmark Credit Union
Landmark Title of Racine
Lavelle Industries, Inc.
Lutheran Social Services of Wisconsin & Upper Michigan
Macy's, Inc.
Malick's Piggly Wiggly

Manpower Group
Maresh-Meredith & Acklam Funeral Home
McDonald's Restaurant
Medtronic Your Cause LLC
Merchants Moving & Storage
Morgan Stanley/Dean Witter Financial
Nationwide
Nelson Electric Supply Company
Nestlé USA
Nielsen Madsen & Barber, S.C.
O'Reilly Auto Parts
Panera
Pepsico - Silicon Valley
Pioneer Products, Inc.
PNC Mortgage National
Racine Area Manufacturers and Commerce (RAMAC)
Racine County
Racine County Economic Development Corp.
Racine County Food Bank
Racine County Opportunity Center, Inc.
Racine Family YMCA
Racine Friendship Clubhouse
Racine Literacy Council

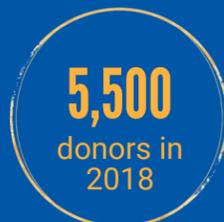
Racine Vocational Ministry, Inc.
Racine/Kenosha Community Action Agency
Regal Union Grove Facility
Rockwell Automation
Ruud Family Foundation
SAFE Haven of Racine, Inc.
Sargento Foods, Inc.
Service Year Exchange Inc.
Shopko
Skogen's Festival Foods
Talk of the Town
Target #0152
The Coffeeshouse at Chestnut & Pine
The Johnson Foundation at Wingspread
The Journal Times
The Prairie School
The Salvation Army - Racine Corps
Three Harbors Council - Boy Scouts of America
Thrivent Financial
Tinder Creek Follis
TJW Investments LLC
Town of Waterford
Tri City National Bank
TriCore, Inc.
Truist

Unico, Inc. A Regal Beloit Corporation
United Food & Commercial Workers Local 1473
United Lodge 66
Machinists Union
United Mechanical
United Parcel Service
United Way of Racine County
University of Wisconsin - Parkside
US Bank
Village of Caledonia
Village of Waterford
Vision Impaired Group
Volunteer Center of Racine County
Walker Forge, Inc.
Wal-Mart Store #2668
Wal-Mart Store #3488
Warren Industries
Wells Fargo Bank
West Bend Mutual Insurance Co.
Wilson's Coffee & Tea
Wisconsin Screen Process, Inc.
Women's Resource Center of Racine
Xerox Corporation
Youth For Christ
Southeastern Wisconsin

Chairman's Club

United Way of Racine County acknowledges the significant contributions of the following organizations and their employees, where total giving at each company is \$50,000 or more annually.

Andis Company
CNH Industrial
Educators Credit Union
InSinkErator
Johnson Financial Group
Johnson Outdoors, Inc.
Modine Manufacturing Company
Racine Unified School District
SC Johnson
Twin Disc, Inc.
We Energies



Volunteer Leadership

Board of Directors

Executive Committee

Rebecca Mason
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Immediate Past Chair

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Vice-Chair, Community Investment

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Tony Rosso
Vice-Chair, Human Resources

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Eric Gallien

Julian Wiles

Jim Ladwig

Annual Campaign Leadership

2018 Campaign Cabinet

Eric Gallien, *Chair*

Bryan Albrecht

Pat Bohon

Scott Bowser

Jonathan Delagrave

Karla Krehbiel

Steve Langer

Logan Martin

Cory Mason Sr.

Laura Matter

Mark McCleary

Jim Popp

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Stacy Tapp

Dan Thielen

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Laura Matter, *Chair*

Francesca Bumpurs

Ashley Conley

Gina Sorenson

Ashley Staeck

Community Investment

Community Investment Committee

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Dave Durment

Joe Heck

Gary Hovan

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Kara Reske, *Chair*

Ross Sauer

Lori Strangberg

Kim Stulo

Health

Kevin McCabe, *Chair*

Brian Agen

Jackie Hartley

Diane Ingalsbe

Bill Rushing

Lakesha Stevens

Financial Stability

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Kim Stulo, *Co-chair*

Danielle Johnson

Josh Jordan

Debbie McGrain

John Miller

Tim Dustman

Education

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Lori Strangberg, *Co-chair*

Kathy Dunkerson

Juan Gamez

Pairin Hongsoongnern

DeAnn Possehl

Essential Services

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Alysia Ruiz

Laura Detert

Rita Klinkhammer

Community Impact Leadership

Schools of Hope Leadership Council

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Lynn Debilzen

Janell Decker

Roger Dower

Deborah Ford

Christie Gajewski

Art Howell

Bill Macemon

Matt Montemurro

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Connie Zinnen

Youth As Resources Board

Isaiah Andrade

Robbie Behnke

Maria Gomez

Gio Grippe

John Schultz

Rumina Sharma

Madeline Thompson

Haley Voss

Caleb Weis

30,355
volunteer
hours

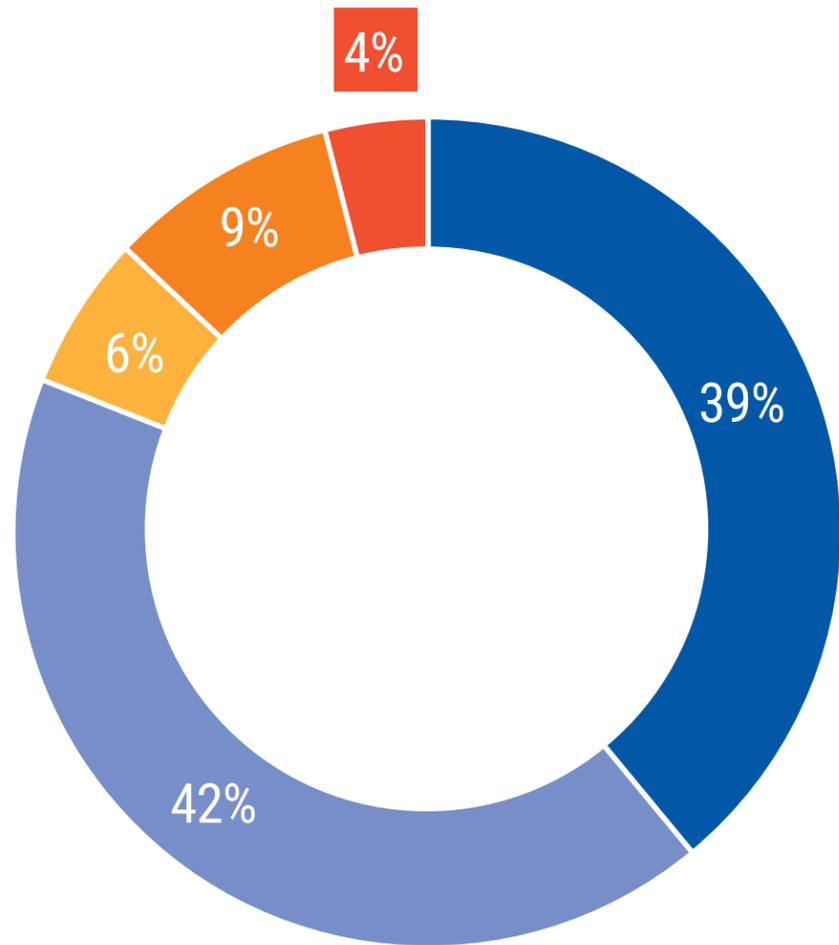
1,554
volunteers

\$749,465
in volunteer
time

19.5
average hours
per volunteer

Revenue

United Way of Racine County has a long tradition of adhering to very high standards of accountability and transparency; the 990 tax form and annual audit are available for review at UnitedWayRacine.org/financials.

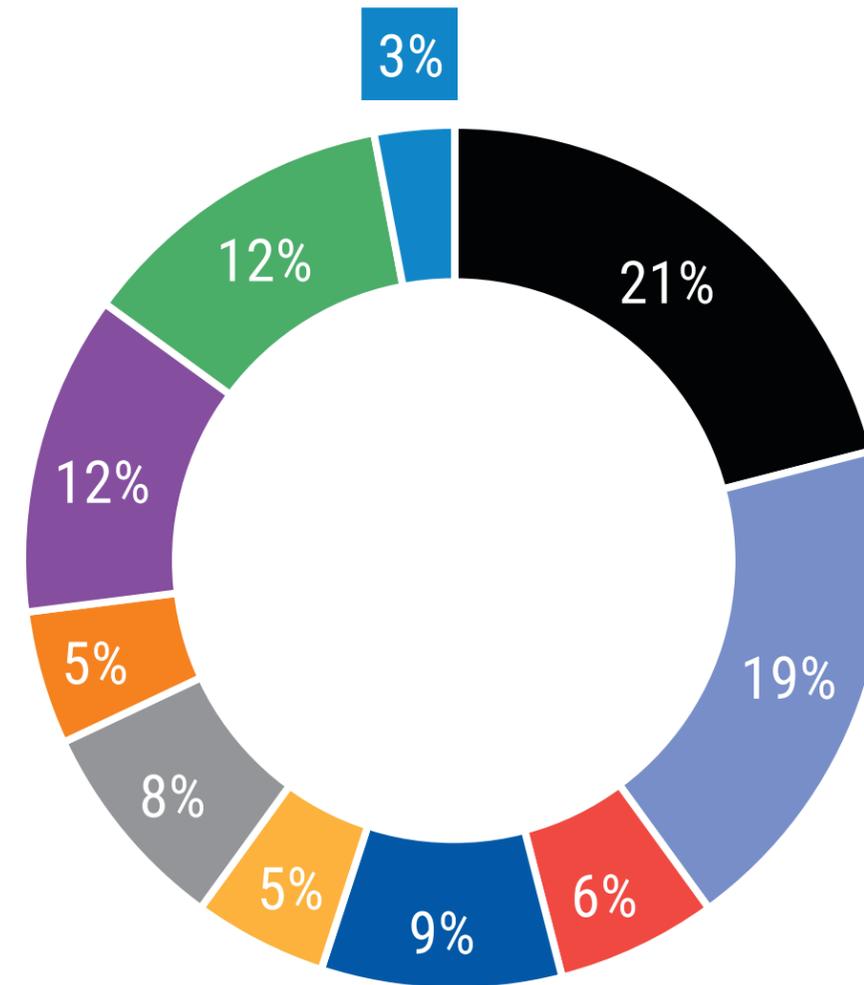


Total
\$4,521,506

- Individuals**
United Way contributions are made by individuals either through workplace campaigns or direct donations.
- Corporate Gifts**
Corporate gifts consist of contributions made on behalf of a company and employee donation matches.
- Grants**
United Way is the fiscal agent for several federal and state grants.
- Fiscal Sponsorships**
United Way is a fiscally responsible partner for specific community initiatives.
- Initiative Support/Sponsorships**
Investments in this area directly support the work of United Way.

Expenses

Total
\$5,407,262



- Fundraising and Administration**
Charities should spend no more than 35 percent of related contributions on fundraising, according to the Better Business Bureau.
- United Way Initiatives**
United Way unites people to address critical community issues.
- Health Investments**
- Education Investments**
- Financial Stability Investments**
- Essential Services Investments**
- Community Workforce Fund**
United Way invests in special projects that provide continuous learning and support for the community.
- Designations to Agencies**
United Way honors requests to direct gifts to other qualified nonprofit agencies or United Ways.
- Fiscal Sponsorships**
- Uncollected Pledges**

UnitedWayRacine.org

Created by:

Shay King
Marketing Manager

Includes icons made by Freepik, Good Ware, itim2101, and pause08 of FlatIcon.

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*Interim President and Chief Professional Officer;
Vice President of Community Impact*

Alexa Haigh
Vice President of Investor Relations

Barb Jopke
Vice President of Finance and Administration

Investor Relations

Tracie Feest
Investor Services Manager

Alberto Huerta
Investor Relations Manager

Marketing

Shay King
Marketing Manager

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Jessica Safransky Schacht
Education Initiatives Director

Joanee Meyerhofer
Imagination Library Program Coordinator

Jamie Racine
Community Schools Manager

Lori Riffer
Financial Stability Manager

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United Way
of Racine County